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THE NATIONAL NEWSPAPER OF MARKETING

In Market Squeeze . . .

Sunkist Names Burnett for Fresh Lemon Account

$1,330,000 Budget May Be Hiked; FC&B Retains Bulk of U.S. Account

LOS ANGELES, May 18—Following recommendations of its 12-man advertising committee, the board of directors of Sunkist Growers today named Leo Burnett Co. its advertising agency for fresh lemons in the U. S., effective with the fiscal year beginning Nov. 1.

Sunkist's Canadian agency, Spitzer & Mills, will be retained, and European advertising will remain with the London office of Foote, Cone & Belding; FC&B has been the agency for all Sunkist advertising for the past 52 years and will continue as agency for Sunkist oranges and Sunkist products in the U. S.

The naming of Leo Burnett followed mid-April presentations by Burnett; FC&B, the incumbent; Batten, Barton, Durstine & Osborn; Donahue & Coe; Grey Advertising Agency, and J. Walter Thompson Co.

"The list could have been much longer, but in deference to the committee's time it was confined to those named, any one of which is competent to serve the account," Russell Z. Eller, Sunkist advertising manager, said.

■ The agency change was made, Sunkist said, "to gain a new approach to fresh lemon advertising,

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Third Class Mailers Hit McKinsey Study

Mailers Use Attack on Study to Oppose P.O.'s $550,000,000 Rate Boost

WASHINGTON, May 20—Mail users fought the Post Office Department's $550,000,000 rate increase bill this week with a concerted attack on the McKinsey & Co. survey which assured Congress that users can pass additional costs to advertisers and subscribers (AA, May 16).

A series of witnesses for Associated Third Class Mail Users told members of the House post office and civil service committee that McKinsey certainly didn't have their businesses in mind when it said direct mail advertisers can offset higher postage costs through further refinement in their mailing lists and improvements in the sales effectiveness of their mailing materials.

■ Payson Hall, exec vp of Meredith Publishing Co., said McKinsey

(Continued on Page 125)

Elliott Reportedly Is Key to Rep Deal for Ex-CBS Stations

NEW YORK, May 20—The biggest news in the rep field this week centered around the battle for four tv stations which are up for grabs as a result of the FCC's having ordered the networks out of the television representation business.

The object of this maneuvering is the spot business of WTOP-TV, Washington, and WJXT, Jacksonville, both owned by the *Washington Post's* broadcast division, and WBTV, Charlotte, and WBTW, Florence, S. C., both owned by Jefferson Standard Broadcasting Co. All four have been handled by CBS-TV Spot Sales.

Three of the independent stations represented by CBS are selecting new reps individually. Effective in September, KGOU-TV, Houston, will switch to H-R, and KSL-TV, Salt Lake City, will move to Blair Television Associates. KOIN-TV, Portland, Ore., has given CBS notice and reportedly will name Harrington, Righter & Parsons.

■ NBC-TV Spot Sales and four of the five affiliates it still represents are appealing the FCC order, which does not become effective until Dec. 31, 1961. Their cases are now in the courts. But CBS decided not to fight the order before the com-

(Continued on Page 125)

Simoniz Screens Rivals for Billing Now in Y&R Fold

Marketer Adds New Line to Buchen Share of $5,250,000 Account

CHICAGO, May 20—Simoniz Co., manufacturer of car and home polishes and other products, has been talking with 15 agencies, including Young & Rubicam, the incumbent, for several weeks in a review of its ads for consumer products.

At stake is some $5,000,000 in billings, currently handled by Young & Rubicam in Chicago. Paul J. Greenfield, Simoniz director of marketing, told ADVERTISING AGE that only Y&R's portion of his company's account is involved.

"We have finished talks with the agencies and a decision will be made some time later this year," Mr. Greenfield said. None of the agencies put on speculative presentations, he said. AA learned that the original field of 15 agencies had been narrowed to a smaller number, but Simoniz declined to name any agencies or say how many still are under consideration.

■ Buchen Co., Simoniz's other agency, handles Electric Polisher floor wax for home use, Plumite drain cleaner and the commercial line of floor waxes and cleaners. Simoniz this week appointed Buchen to handle the introduction and advertising of a new line of marine waxes and cleaners. Buchen's billings on Simoniz amount to an estimated $250,000. #

MIXING TEST—*This is first of eight weekly 1,000-line b&w test ads Barton Distilling Co., Bardstown, Ky., will use in the Macy newspaper group's eight Westchester County, N. Y., dailies, starting May 24, to push Kentucky Gentleman straight whisky mixed with fruit juices. Gerald Keller Co., New York, is the agency.*

Carr Begins Serving Six-Month Sentence for Tax Omission

NEW YORK, May 20—William B. Carr's motion to suspend a six-month sentence for failure to file a tax return was denied today by Federal Judge John F.X. McGohey, and Mr. Carr began serving his jail sentence at 2:30 p.m.

Judge McGohey, in ruling on the motion, said: "I would do a disservice to the government, to the system of taxation, and to the taxpayers of the U. S." if he were to suspend sentence.

Mr. Carr's attorney told the court that Million Market Newspapers, "despite the adverse publicity and the risks involved, has come to the conclusion to risk its enterprise in retaining this man" if the sentence were to be suspended. The attorney added that if the sentence were

(Continued on Page 12)

'Low on Ad Totem Pole' . . .

Proprietary Drug Ads Disbelieved: Lipscomb

Proprietary Assn. Also Urged to Combat Threat of 'Consumer Stoicism'

(For other news and pictures of the Proprietary Assn. meeting, see Pages 3 and 80.)

WHITE SULPHUR SPRINGS, W. VA., May 18—The proprietary medicine business was told today that the public image of its advertising "is clearly on the bottom of the totem pole."

Charles T. Lipscomb Jr., president of the Bureau of Advertising, American Newspaper Publishers Assn., reported this finding to the closing session of the 79th annual meeting of the Proprietary Assn., a group whose membership is said to account for more than 80% of the U.S. advertised packaged medicine industry. This year proprietary makers will spend $135,000,000 in advertising, excluding co-op expenditures, Mr. Lipscomb said. In contrast, they spent $8,000,000 in 1900, $25,000,000 in 1920 and $45,000,000 in 1940.

The group also heard an address by Robert B. Brown, exec vp of Bristol-Myers Co. and retiring association president, in which he predicted a shorter product life span and increased competition in this home remedy field. He told smaller companies that many new products will stem from creative marketing imagination rather than expensive laboratory research projects.

■ Mr. Lipscomb reported the findings of a BofA opinion survey on consumer attitudes towards the drug and proprietary industry, and, in a major convention report, Harold L. Grafer, vp, J. B. Williams Co. (formerly Pharmaceuticals Inc.), presented a nine-point program for the industry's consideration.

Mr. Grafer, who is head of the association's public relations committee, of which Mr. Lipscomb is a member, said the program would have three major objectives:

• 1. To enhance consumer confidence in advertised proprietary

(Continued on Page 133)

Food Field Study Hastens FTC Plans for More Policing

WASHINGTON, May 20—The Federal Trade Commission reported today that it is planning more intensive policing of the food industry, following the release of a 338-page economic analysis tracing the growing power of chains.

The study, which has been the major activity of the commission's economic staff for the past 18 months, notes that chains increased their share of food sales from 29% in 1929 to 44% in 1958. While the unaffiliated independent gro-

(Continued on Page 12)

MacManus, John, Rothmans Cigaret Brands Split Up

Putative Rock City Office Seen a Factor; Aspects Recall '59 Y&R Hassle

BULLETIN

Toronto, May 20—Robert M. Campbell, formerly advertising director of Rothmans of Pall Mall Canada, has joined F. H. Hayhurst Co., Montreal, as an account executive, Advertising Age learned exclusively today. Before going to Rothmans, Mr. Campbell was a top executive of J. Walter Thompson Co. in Toronto.

TORONTO, May 18—The advertising accounts of Sportsman and Craven A cigarets, variously estimated as involving $150,000 to $500,000 a year in billing, are on the loose.

MacManus, John & Adams, which has been advertising the brands in Canada, and Rock City Sales Ltd., a subsidiary of Rothmans of Pall Mall Canada Ltd., will call it quits at the end of June, ADVERTISING AGE learned late yesterday.

However, neither the agency's office here nor the company would comment on the rift, other than to say that "by mutual agreement the agency-client relationship . . . will be terminated June 20."

■ However, AA learned from another MacManus, John source that the agency resigned the account after being faced with a decision whether or not to open a branch office in Rock City, Ont. As part of the arrangement, the agen-

Last Minute News Flashes

Chicopee Mills Moves to Doyle Dane from L&N

NEW YORK, May 20—Chicopee Mills, a subsidiary of Johnson & Johnson, has appointed Doyle Dane Bernbach to handle advertising for its baby products division, effective July 1. The division bills a reported $600,000 to $700,000 annually. Lennen & Newell is the previous agency.

Oliver Corp. Decides to Stay with Buchen

CHICAGO, May 20—After reviewing its ad program for agricultural and construction machinery and listening to presentations by six agencies (AA, March 14, April 11), Oliver Corp. has decided to keep its present agency Buchen Co., for the $1,000,000 account. Other agencies which solicited Oliver include Biddle Co.; Compton Advertising; Fuller & Smith & Ross; Marsteller, Rickard, Gebhardt & Reed, and Waldie & Briggs.

Schlitz Returns Export Account to Gotham-Vladimir

MILWAUKEE, May 20—Jos. Schlitz Brewing Co., which shifted its export advertising account last Jan. 1 from Gotham-Vladimir Advertising, New York, to J. Walter Thompson Co., New York (AA, Oct. 26, '59), has moved the account back to Gotham-Vladimir, effective June 1. Billings are estimated at $500,000. JWT continues to handle all the rest of Schlitz, with the exception of Old Milwaukee beer, which is handled by Gordon Best Co., Chicago.

(Additional News Flashes on Page 125)

cy also would hire a number of persons from Rock City Sales' ad staff for that office.

Because of this, and because billings had never approximated the $500,000 figure discussed by Rock City Sales, MJ&A decided to clear out.

Questioned by ADVERTISING AGE about where the accounts would land, Rock City, which is the sales organization for Rothmans, would only say, "We will not know for some time; our management is out of town."

About a year ago, Rothmans and Young & Rubicam had a classic war of words when they parted company. Young & Rubicam maintained it had resigned the account. Rothmans, on the other hand, said it had fired Y&R.

■ The Rembrandt-Rothmans international group of tobacco companies, touted as being one of the "big two" in the British Commonwealth, invaded Canada in slam-bang fashion in 1957.

The company broke into the black in two years on an expenditure of $5,000,000—in half the allotted time and at half the cost initially anticipated. Rothmans and its associated and integrated companies in Canada in 1959 enjoyed a sales volume of $80,000,000, of which $43,000,000, according to the company, was paid to the federal government in duty and excise taxes.

The company's first agency in Canada was F. H. Hayhurst Co., Toronto, which handled the account during the summer of 1957.

Then Young & Rubicam took over the account in the autumn of that year and directed it until March 16, 1959, the date the letters of termination and resignation were said to have "crossed in the mail."

Two weeks later, Rothmans re-engaged Hayhurst to handle the $1,000,000-plus account of Rothmans king size, Rothmans regular, Consulate and Rembrandt cigarets.

■ At the same time Patrick O'Neil-Dunne, world technical director of the Rembrandt-Rothmans group, awarded the accounts of Craven A and Sportsman cigarets to MacManus, John & Adams and the account of Black Cat cigarets to Foster Advertising.

The latter three brands (Craven A, Sportsman, and Black Cat) were products of Rock City, which Rothmans acquired here when it took over control of the Carreras group in the U. K. Kenyon & Eckhardt had directed advertising for the brands.

The Rembrandt-Rothmans advertising budget in Canada is estimated to run between $1,750,000 and $2,000,000 a year.

An estimate gives Hayhurst $1,000,000 in billings and Foster $250,000. #

Colorado Hikes Ad Budget

The Colorado Advertising & Publicity Committee has allocated $259,472 to boost the state's commerce during the next fiscal year. The schedule includes $59,000 for advertising and literature to promote travel in the state and $34,200 to encourage hunters, fishermen and winter sports enthusiasts to visit.

AA Is Moving Detroit Office

ADVERTISING AGE's Detroit address has been changed from:

99 West Bethune

to:

806 New Center Bldg.
Detroit 2

Please change all records to show this new address. The phone number remains TRinity 2-7211.

Mowat Leaves McCann to Head BBDO, Montreal

TORONTO, May 20—W. S. (Cy) Mowat, formerly vp and supervisor of the Coca-Cola account with McCann-Erickson here, has been named manager of the Montreal office of Batten, Barton, Durstine & Osborn, ADVERTISING AGE learned exclusively today.

He succeeds Colin Smith, who last week was transferred in a hurry to BBDO's new London office. Mr. Smith reportedly was rushed to England to help smooth over some client trouble spots which have developed since BBDO moved into the international field with the purchase of controlling interest in Dolan, Ducker, Whitcombe & Stewart, London (AA, March 7, *et seq.*).

W. S. Mowat

Mr. Mowat, who is expected to be made a vp of BBDO, also will be managing supervisor on the Pepsi-Cola account, recently acquired in Canada by BBDO (AA, May 16).

Michael Hicks, vp and managing director of BBDO in Canada, also told AA that Russ Haughland, who has worked on the Pepsi account for the past nine years at Kenyon & Eckhardt and Cockfield, Brown & Co., will join the agency as senior account executive on Pepsi.

W. R. Wright, president of McCann-Erickson in Canada, said no successor to Mr. Mowat has been named. It is understood that G. P. Altenbrand, exec vp, will take over active supervision of the Coca-Cola account until a replacement for Mr. Mowat is named.

■ BBDO, which has picked up $3,500,000 in Canadian billings in the past month (Dodge, De Soto and Dodge trucks for $2,000,000 [AA, April 25] and Pepsi for $1,500,000), will hire about 30 people to help handle the new business. About 20 of these will be located in Montreal. #

Agfacolor Photo Contest

CONTEST—*Agfa Inc., New York, will use this four-color ad in the June Holiday to announce its Agfacolor contest, featuring trips to Europe as top prizes. U.S. Camera, PSA Journal and Popular Photography will also be used during the campaign. Ketchum, MacLeod & Grove is the agency.*

Reeves Loses Account to Mithun, Shares Another from Buchen

MINNEAPOLIS, May 18—Pacific Gamble Robinson Co. and Knox Reeves Advertising will end a 16-year relationship Aug. 1 by mutual agreement.

The account, with its estimated annual billings of more than $300,000, goes to Campbell-Mithun.

Gamble Robinson, with general offices in Seattle, has wholesale and retail food distribution operations in northwest states and in Canada.

Knox Reeves will recover some of the lost billings this fall when it takes on the building products division of Wood Conversion Co., St. Paul. Products of the division include Balsam-Wool insulation, Nu-Wood tile and structural insulation board. Its advertising is now handled by Buchen Co., Chicago.

Knox Reeves has had the industrial products division (Tufflex cushioning and protective packaging) account since October, 1959. Combined annual billings of the two divisions amounts to about $400,000. #

FDA Fires Dr. Welch After Probe, Says Ads Were Basis for Compensation

Accounting Office Says Magazine Paid Him a Percentage of Drug Ads

WASHINGTON, May 19—Dr. Henry Welch, director of the Food & Drug Administration's antibiotics division, was fired today after the Kefauver drug industry investigation uncovered evidence that his editorial services for commercial publications in the medical field netted him $287,142 since 1953.

In announcing that Dr. Welch had been asked to resign, Secretary of Health-Education-Welfare Arthur S. Flemming said Dr. Welch "deliberately misled" his superiors, and that the arrangement was particularly offensive because his compensation was directly related to drug industry expenditures for promotion.

Evidence received by investigators showed Dr. Welch's earnings from two technical journals in the antibiotics field depended directly on advertising revenues and other promotional sales to leading drug companies. The committee was also told that other publishing ventures in partnership with Dr. Felix Marti-Ibenez, owner of M.D. Publications, added substantially to his income.

■ Dr. Welch was reported too ill to appear before the committee. Dr. Marti-Ibenez also submitted medical statements saying that his health might be permanently damaged if he were forced to testify.

An official of the general accounting office, Francis N. Engelstad, told the Kefauver committee his examination of financial records provided by M.D. Publications showed that Dr. Welch had been compensated under a formula which assured him a fixed percentage of revenue from all advertising, reprints and extra pages purchased by drug companies in *Antibiotics & Chemotherapy* and *Antibiotic Medicine & Clinical Therapy*, two journals he edits for the company. Mr. Engelstad reported that Dr. Welch was also in partnership with Dr. Marti-Ibenez in Medical Encyclopedia Inc., and that they attempted jointly to start a British edition of *Antibiotic. Medicine & Clinical Therapy.*

■ The formula for compensation, according to Mr. Engelstad, provided that Dr. Welch would get 7½% of all advertising revenues after commissions; 50% of net income from sales of reprints and 25% of the net income from sales of extra pages.

Mr. Engelstad supplied the committee with these details about Dr. Welch's income from M.D. Publications Inc.:

Advertising—Total sales to 29 advertisers in the 1953-60 period were $309,898, less $44,317 in discounts. Dr. Welch's share, at 7½%, was $20,294.43.

Reprints—Sales amounted to $685,760, less $339,164 in costs and overhead. Dr. Welch's share, at 50%, was $173,293.02.

Extra Pages—Sales volume amounted to $69,454, less $30,547 for costs and overhead. Dr. Welch's share, at 25%, was $9,726.91.

Breakdowns supplied to the

(Continued on Page 126)

Eversweet Seeks Ad Manager; Leeper Resigns, Joins Handy

LYONS, ILL., May 18—H.B. Leeper, advertising and sales promotion manager of Eversweet Corp., midwest orange juice marketer, has joined Handy Associates, Chicago, executive recruitment agency, leaving his post vacant at Eversweet.

J. R. Sandberg, vp and director of marketing, is handling the ad and sales promotion responsibilities until the post is filled.

■ Eversweet recently acquired Barra Frozen Foods, River Grove, Ill., which produces a line composed primarily of frozen pizza and hamburgers.

Burton J. Vincent, chairman of the board, said the acquisition represents the first step in a long-range program of building a midwestern diversified food company. A number of other acquisitions are being studied, he said. #

Highlights of This Week's Issue

Marion Harper Jr., president and chairman of McCann-Erickson, urges development of a new business profession to help management shape strategy and policy ..... **Page 6**

Earle N. Lashmet, senior vp, Liberty Mutual Insurance Co., says that "believability is advertising's and selling's basic strength" ..... **Page 8**

Merck, Sharp & Dohme division of Merck & Co. wins top honors in Readex Inc.'s reader interest survey of ads in 14 business publications for 1959 ..... **Page 14**

Irving White, director of Creative Research Associates, says a company's "perception franchise"—the impression consumers have of basic values the company supplies—is the "ultimate deciding factor in sales" ..... **Page 26**

Tennessee state revenue agents are instructed to notify tobacco companies that the giving of trading stamps with the sale of cigarets is against state law ..... **Page 34**

Harry W. Chesley Jr., president of D'Arcy Advertising Co., urges the American Assn. of Advertising Agencies to fight the threat of government control of all selling activities ..... **Page 36**

Riviera Convertible Sofa Bed Co. plans a $1,000,000 advertising campaign in the next 11 months in the Los Angeles area ..... **Page 41**

Look offers a new merchandising service for supermarkets in which individual retailers and chains may sign up on a monthly basis to receive quantities of eight-page tabloid circulars, which will include tie-in material with national ads carried by Look ..... **Page 42**

Crosley Broadcasting Corp. survey finds color tv commercials more than treble the impact of b&w ads ..... **Page 58**

Sid Stone revives his battle against producers Mark Goodson and William Todman for allegedly lifting the idea for "The Price Is Right" from him by asking the New York supreme court to permit him to file an amended complaint to cover breach of contract ..... **Page 54**

Peter W. Allport is elected exec vp of the Assn. of National Advertisers, a new post ..... **Page 56**

Leo Burnett Co. of Canada initiates a new training program whereby promising young college graduates will be sent to Burnett headquarters in Chicago for a training period of between two and three years, prior to being posted in Burnett offices in Toronto or Montreal ..... **Page 60**

Bell Telephone System introduces its new National Yellow Pages Service, which allows advertisers to buy space in more than 4,000 system directories under a one-contract, single-billing arrangement ..... **Page 64**

National Industrial Conference Board survey reports that nearly one-third of the total U.S. population is clustered within boundaries of the nation's 15 major metropolitan areas ..... **Page 68**

Lee H. Bristol, head of Bristol-Myers and of the Advertising Council, outlines a new ad council campaign to start a "new vogue for verity and custom for quality" ..... **Page 74**

S. C. Johnson & Son wins three top awards in the Chicago Federated Advertising Club competition ..... **Page 77**

International Paper Co. launches an institutional campaign extolling the rewards of reading in the June issues of Fortune and Reader's Digest ..... **Page 82**

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ON LOCATION—*Cavalla Ltd., Cape Town, sent a photographer to St. Moritz in Switzerland, to take ad illustrations shots for its new St. Moritz mentholated cigarets (AA Feb. 1), which it is distributing throughout South Africa. Bernstein, Wilson & Robinson is the agency.*

Manuel President of D. P. Brother; Brother Chairman

DETROIT, May 19—Kenneth G. Manuel, who joined D. P. Brother & Co. advertising agency in 1949, after editorial work in radio and tv and on the staff of the *Detroit News*, today was named president of the agency. He has been senior vp in charge of radio and tv.

Mr. Manuel succeeds D. P. Brother, who founded the agency in October, 1934, and who now becomes board chairman, a new position.

Prior to joining Brother in September, 1949, as a member of the creative staff, Mr. Manuel had gained wide recognition as a news commentator, writer and producer with WWJ and WWJ-TV. He was a program pioneer in television and created and produced a number of popular shows, including one of the first important education programs, an award winner, "Television University."

Kenneth Manuel D. P. Brother

Earlier he had been on the editorial staff of the *News* as a reporter, critic and columnist.

He is a native of Ohio and a graduate of the University of Michigan.

■ D. P. Brother's advertising accounts include Oldsmobile, AC spark plug, Guide lamp, Hyatt bearings, Saginaw steering gear, Harrison radiator, New Departure, Rochester products, Brown-Lipe-Chapin and Delco—all divisions of General Motors. It also handles GM's Guardian Maintenance service program.

Brother recently became national advertising agency for Holiday Inns of America, nationwide motel-restaurant system, with headquarters in Memphis.

The agency, which in 1959 billed $31,200,000 (AA, Feb. 29), has offices in New York and Los Angeles, in addition to its headquarters in Detroit. #

USDA, Apple Growers Find 'Use' Ads Sell More Apples

WASHINGTON, May 19—Controlled experiments in 72 supermarkets in six midwest states have convinced the Department of Agriculture that the best way to sell apples is to tell housewives how to use them.

A four-week test in cooperation with the Washington State Apple Commission showed sales of Washington-grown apples per store were 32% higher when the apple use theme was used in ads (emphasizing use of the fruit in salads, pies and other dishes) than when there was no advertising.

The "use" theme ads did better than a second campaign stressing the importance of apples to health. The "health" ads resulted in sales 21% higher than when no ads were run.

The study, conducted by the department's agricultural marketing service, also measures changes in sales of other fruits during the apple promotion periods. #

Visit a Comfort-Conditioned Home! You may win this Cruiser or Corvette!
Now's the time to invest in a new home! For the finest your money can buy...see the leading builder in your area:
1ST PRIZE TAKE YOUR PICK
HERE'S ALL YOU DO!
102 ADDED PRIZES!
FIBERGLAS

CONTEST—*In this spread in the May 30 Life, Owens-Corning Fiberglas Corp. will encourage home buyers to visit the model homes of builders enrolled in the company's builder-aid program. The ad features a contest with entry blanks available only at the model homes. McCann-Erickson is the agency.*

Changes in Drug Selling Mean More Advertising, Proprietary Assn. Told

Private Brands Growing, Says Nolen; Larrick Warns of Ad Control

WHITE SULPHUR SPRINGS, W. VA., May 17—The opening session of the 79th annual meeting of the Proprietary Assn. was told by one speaker to expect doubled advertising expenditures in the next decade, and warned by a second against continued excessive therapeutic claims, especially in the vitamin and weight reducing fields.

Ever increasing interest by government in the ways of business, and the product research and development problems of smaller companies, were stressed by several speakers as more than 500 makers and marketers of home remedies convened for their three day meeting here.

■ Herman C. Nolen, president of McKesson & Robbins, forecast a happy future for the proprietary field, but added: "I don't think that proprietary sales are going up twice, but your advertising expenditures I'm sure are going up twice."

The drug business is headed for bigness, and while the number of stores may remain constant, or actually decline slightly, average sales volume will rise from about

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Dad's Root Beer Names Fisher to Succeed Bozell

CHICAGO, May 19—Dad's Root Beer Co. has named M. M. Fisher Associates as its new agency, succeeding Bozell & Jacobs.

Fisher, which won the account in final competition with two other agencies (AA, May 16), will handle the company's line of soft drinks, including root beer and Flip, a lemon-lime-grapefruit drink.

Dad's reportedly spends about $350,000 annually on advertising, although only about $20,000 to $25,000 of that was placed through Bozell & Jacobs last year.

G. E. Kopald, national advertising and public relations director of Dad's, said that due to consolidation of some of its advertising activities, billings through the new agency will be higher.

Dad's formerly did some of its advertising direct, through Mark Martin, who has handled the account at several agencies and who left Bozell & Jacobs a few months ago to enter the sales field. #

Two Task Force Agencies to Be Named in California

SAN FRANCISCO, May 20—Two California agencies will be named next week as task forces to plan, develop and carry out civic advertising campaigns on behalf of traffic safety and education.

Appointment of the agencies will be made by a steering committee headed by Dick Ryan, president of the Advertising Assn. of the West, which has reviewed questionnaires sent to some 22 of the state's top agencies asking advice on "how advertising can help promote the public interest and economy of California."

The action stems from a meeting of Gov. Edmund G. Brown with representatives of all phases of advertising, to see what could be done not only to stem the tide of government criticism of advertising but, in the words of Charles W. Collier, exec vp of the AAW, "to determine how we in the business could make a sound contribution to expanded public knowledge of some of the major civic issues which face the state" (AA, April 4).

"The steering committee which was appointed following a later meeting at which state department heads outlined their problems," Mr. Collier said, "received a 60% return of the questionnaires and offers of services from all agencies which were contacted."

■ In addition to the two task forces, which will develop campaigns on the two major subjects which the steering committee decided to tackle first, two representatives of advertising will be named to serve as liaison with the office of the California state consumer council.

"The agencies selected to handle campaigns on traffic safety and on education," Mr. Collier told AA, "will coordinate their efforts with national programs in these two areas, and it is hoped that the end result will be patterned somewhat after the successful Advertising Council efforts." #

Evans Named Creative Head

William G. Evans has been appointed creative director of Zimmer-McClaskey-Frank, Richmond, Va. Mr. Evans was formerly a copywriter.

Film Folk Leaving Tape Commercial Field

Union Problems, Dominance of Networks Called Key Factors

NEW YORK, May 19—The $5,000,000 tv tape commercial field has proved a most unfertile one for independent film producers.

Elliot, Unger & Elliot, the last of the New York film producers who has also been active in taping commercials, has suspended tape operations to concentrate on film.

There have been reports that Videotape Productions of New York, a tape-only independent, is going out of business, but Howard S. Meighan, head of the company, said there is absolutely no truth to these rumors.

A goodly share of the important tape assignments for national and regional products seems to be going to CBS and NBC, both of which are competing for this kind of business. ABC will provide commercial tape service for sponsors upon request, but this network has not set up a special unit to solicit business.

Besides the CBS tape unit, NBC's Telesales and Videotape Productions, NTA Telestudios is still vying for taped commercials business in the New York area.

■ Elliot, Unger & Elliot, a division of Screen Gems, suspended tape commercials operations after about two years of testing because of (1) inadequate space, (2) union difficulties, (3) the tendency of agencies to write film-style rather than tape-style commercials for the most part and (4) the difficulty of meeting network competition. Tape represented only a slight percentage of Elliot, Unger's output. Industry sources say CBS is probably the leading tape commercial producer in New York.

Industry sources indicate that No. 2 and No. 4 are the key points in the Elliot, Unger decision. The crews which regularly work for the film producers are skilled in film techniques, but they are novices when it comes to tape techniques and equipment. The cameramen in the film producers' studios are represented by the International Alliance of Theatrical & Stage Employes. There are experienced tape technicians available, but they belong to other unions, representing tv employes, and cannot be brought into film

(Continued on Page 128)

MRCA VP Expounds Helpful Marketing Theorem: P=(1/bs)³

LOS ANGELES, May 18—Did you know that:

"The profits of competitors at competitive equilibrium are proportional to the cube of the reciprocal of brand switching"?

Or that:

"At competitive equilibrium, the promotional outlay of competitors is proportional to the manufacturing margins, proportional to industrial volume and inversely proportional to the number of competitors"?

■ The foregoing "business theorems" were given as examples of how higher mathematics can aid marketers. They were described by Benjamin F. Butler, exec vp of Market Research Corp. of America, New York, at a meeting of the Southern California chapter of the American Marketing Assn. tonight.

MRCA has developed about 20 such "business laws," Mr. Butler reported. "The springboard for developing these laws was the concept of competitive equilibrium," which he described as a state "when a set of competing business firms have adjusted their operations in relation to each other and to the total market, so that the departure of any firm from its position will reduce its profits."

■ "By studying equilibrium conditions we can learn a great deal about business competition," Mr. Butler said. "In doing so, however, it is doubtful that you and your competitors will ever attain a state of competitive equilibrium. As a hard-hitting competitor, you probably would not strive to obtain equilibrium, but rather would attempt to keep your competition off balance."

The leading functions of business theorems, he said, are to establish what is feasible and to determine what factors are important.

The theorems, he said, "are not determined through statistics or by observation; they are derived mathematically from simple definitions and assumptions. Business theorems can be derived, just as the laws of gravity and ballistics were derived.

"Business theorems afford a new way to approach research into business operations," Mr. Butler explained, "not only in business strategy, but in business logistics as well." #

Platta Named Treasurer

Klau-Van Pietersom-Dunlap, Milwaukee, has named Albert J. Platta treasurer. Mr. Platta, who will continue as secretary, succeeds A. R. McGinnis, board chairman, who has resigned to concentrate on management planning and administration. Ray L. Pierson, who joined KVPD last March, succeeds Mr. Platta as controller.

D-F-S Digs in, Holds Line on the Army Account

WASHINGTON, May 18—Dancer-Fitzgerald-Sample, New York, emerged triumphant today from another of the periodic competitions for the Army recruiting account.

A recommendation that D-F-S remain on the job had been submitted following presentations by competing agencies more than six weeks ago, but the final decision rested with the Secretary of the Army.

The account involves about $1,000,000 and includes recruiting for the Army, the Army Reserve and the ROTC. D-F-S obtained it in competition in October, 1952, and successfully survived two subsequent competitions.

Under Defense Department policy the account is for one year, effective July 1, plus two annual options. Announcement of the competition was made in January. Seven agencies, including D-F-S, participated. #

Leisure Homes Names Agency

Leisure Homes Inc., Alameda, Cal., maker of pre-cut, do-it-yourself vacation homes, has named Allen, de St. Maurice & Spitz, San Francisco, to handle its advertising.

L&N Gets Colgate's Driacol

Colgate-Palmolive Co., New York, has appointed Lennen & Newell to handle advertising for a new product, Driacol cold tablets.

Plowe Is President, Grant Still Chairman of Grant Advertising; Seven Others Move Up

CHICAGO, May 20—Elliott Plowe, senior vp in the New York office of Grant Advertising, has been promoted to president of the agency, succeeding Will C. Grant, who continues as board chairman and chief executive officer.

The agency also announced the promotions of seven key executives, and the moving of its U.S. headquarters from Chicago to New York. Grant's worldwide headquarters will remain here, as will Mr. Grant. Mr. Plowe's promotion and the move to New York were reported earlier this month by ADVERTISING AGE (AA, May 2, 16).

The seven men who have been promoted, and their old and new titles, include Christopher Cross, vp and administrative assistant to the president, promoted to senior administrative vp in Chicago; Frederick A. Peck, creative director of the Detroit office, advanced to vp and head creative director for all offices; Robert C. Mack, director of tv and radio in Detroit, promoted to vp and national director of tv and radio with headquarters in New York.

Also, Leonard J. Kotowski, copy chief in Detroit, moved up to vp and copy chief of all U.S. offices; Wallace J. Gordon, assistant copy chief in Detroit, advanced to assistant national copy chief in New York; Myers B. Cather, vp and manager of the Detroit office, promoted to vp and account supervisor, New York, and Bruce W. Yount, controller, Detroit, boosted to internal office manager in New York.

■ Messrs. Peck, Mack, Kotowski, Gordon, Cather and Yount currently are stationed in Detroit and all will move to New York as soon as their work is completed there, the agency said. Grant announced last week that it was reducing its Detroit staff from 90 to about 20 persons (AA, May 16).

Will Grant Elliott Plowe

Mr. Grant told AA that he will stay just as active in agency affairs as he did in the past when he was both president and board chairman. "I intend to spend more time on corporate affairs and less time with creative functions," Mr. Grant said.

The agency founder praised Mr. Plowe for his "excellent leadership" at the agency, and added Mr. Plowe was "the best man I have come across in a long time."

Mr. Grant said U.S. headquarters were being shifted to New York because New York offers far more creative facilities. He added that the agency hopes to strengthen its client roster in the New York area with the move.

■ In discussing the loss of the Dodge car account earlier this year (AA, March 21), with billings ranging between $14,000,000 and $17,000,000, Mr. Grant pointed out that the agency's nine U.S. offices have added 23 new accounts since Jan. 1, with total billings of $5,700,000.

Mr. Grant also told AA that the agency has acquired 12 other new accounts, billing an additional $3,500,000, but said he could not name them yet. He predicted that the agency would recover all of its billing losses from Dodge by Oct. 1.

Following are the 23 accounts which the agency has acquired this year: Nicholas of America Ltd. Landmaster Inc., Sutherland division of KVP Sutherland Paper Co., Micro-Lube Sales, Autolite-Carter-Holley, California Pretzel Co., Western Backing Co., Commercial Coatings Corp., Brother International Corp., Delka Research Corp., Duvernoy Baking, Industrial Bank of Commerce, Japanese Export Trade Recovery Organization (JETRO), Mitsibishi Co. (Kirin beer), Landers, Frary & Clark, Long Island Rail Road, Meier & Frank Co., Penick & Ford Ltd., Almaden Vineyards (p.r. account, Grant has the advertising), Dialaphone Co., Code-a-Phone Inc., Roffe Mfg. Co., and Wiener Wagons Inc.

In addition to Dodge billings, however, Grant also will have to replace more than $2,000,000 in billings of four other accounts which have left the agency since Jan. 1. These include Old Milwaukee beer ($1,500,000); Trifari, Krussman & Fishel ($300,000); Mutual Benefit Life Insurance Co. ($250,000), and Firth Carpet Co. ($250,000).

■ Elliott Plowe, 46, who just joined the Grant agency last Feb. 1, becomes the first president in the agency's 25-year history, other than Mr. Grant. Mr. Plowe began his business career in 1936 when he joined H. J. Heinz Co.'s advertising department.

He resigned as Heinz' advertising manager in 1950 to join Peter Paul Inc., candy manufacturer, as director of advertising. Mr. Plowe left Peter Paul in 1954 to join Batten, Barton, Durstine & Osborn as a vp, and remained with BBDO until he joined Grant.

A graduate of Michigan State College, Mr. Plowe has traveled in social register circles. He is married to the former Maria Feliza Pablos of Mexico City, who was Cornelius Vanderbilt's fourth wife. He served in the U. S. Navy for six years, from 1940 to 1946, coming out as a lieutenant commander.

While at BBDO, Mr. Plowe headed up the Penick & Ford account, which followed him to Grant. He also was supervisor on Hit Parade cigarets and Ocean Spray Cranberries Inc. Friends describe him as a "good, handsome-looking, clean-cut account man, who gets along well with clients—a man in a gray flannel suit."

■ Mr. Grant, 53, was born in Dallas and attended Southern Methodist University and the law school at the University of Texas. He worked for R. R. Donnelley & Sons, Chicago, before forming his own agency in Dallas in 1935.

Mr. Grant opened a Chicago office in 1937, and in 1949 opened a branch office in New York. The agency currently maintains 31 foreign offices throughout the world, in addition to its nine U.S. offices.

Ackerman to Hinde & Dauch

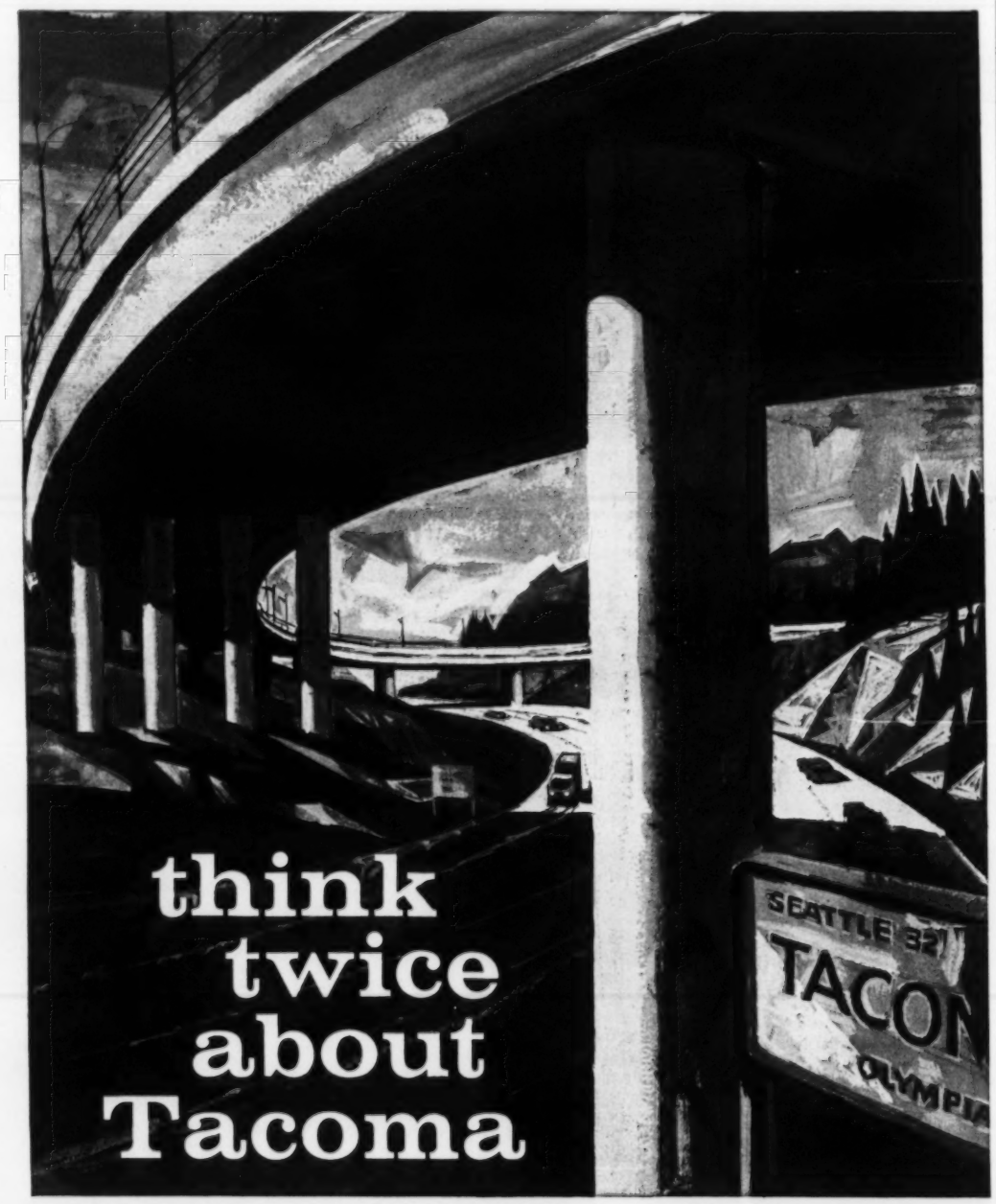
Robert D. Ackerman has joined West Virginia Paper Co.'s Hinde & Dauch division, Sandusky, O., as advertising and public relations manager. Mr. Ackerman was formerly on the advertising staff of Timken Roller Bearing Co., Canton, O.

'Business Week' Names D&C

Business Week has appointed Donahue & Coe, New York, to handle its $350,000 advertising account. The account had been unassigned since Jan. 1, when the publication left Needham, Louis & Brorby.

Sherry Joins Doyle Dane

Doyle Dane Bernbach has appointed Edward Sherry creative director of its Los Angeles office. Mr. Sherry formerly was a creative consultant for New York and Chicago agencies.



where things are happening to keep business good . . . *and make it better!*

Already open half-way through Tacoma, the new $35 million Tacoma-Seattle-Everett Freeway makes it easier for shoppers to reach downtown Tacoma. It's another tangible example of what the market figures say: things *are* happening in Tacoma, to keep business good . . . and make it even *better*.

So, when you're planning a promotion —*think twice about Tacoma*. First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market which can *not* be covered by any outside newspapers. Proof? *Ask the man from Sawyer-Ferguson-Walker Company.*

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

THE "BIG THREE" TIMES SERVICE WEEKLIES

–JUST ABOUT

UNIVERSAL MILITARY COVERAGE

250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic market should not be neglected. Sell it, now. WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.

2020 M STREET, N.W. • WASHINGTON 6, D. C.

U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO. FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO.

What happens to food sales at Von's...

when THE BIG ONE puts on the pressure?

T. A. VON DER AHE
President,
Von's Grocery Company, Los Angeles, Calif.
(operating Von's and Shopping Bag Markets)
67 stores. $190,000,000 annual volume.

Let Mr. T. A. Von Der Ahe, President of Von's Grocery Company, give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"THE effectiveness of THIS WEEK as an instrumentality for pre-selling goods is something we at Von's have noted for many years. We are aware of the impact of THIS WEEK and its continuing influence week after week in the movement of goods through our stores."

T. A. Von Der Ahe

T. A. VON DER AHE

To move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Business Needs G-2 Researcher, Harper Asserts

McCann Head Tells New Management Function in Receiving Parlin Award

PHILADELPHIA, May 17—Development of a new business profession to help management shape strategy and policy was urged tonight by Marion Harper Jr., president and chairman of McCann-Erickson.

Mr. Harper made this suggestion in delivering the 16th annual Parlin memorial lecture before the Philadelphia chapter of the American Marketing Assn. Prior to that he had received the Charles Coolidge Parlin Memorial Award, the first advertising agency executive to receive it. Presentation was made by Charles C. Parlin, a New York attorney, son of the late Charles Coolidge Parlin.

His citation read: "There is probably no one in marketing who has so effectively advocated the close relationship between creative advertising and marketing research as a key to successful communication with the consumer."

■ Mr. Harper called for the creation of a specialized curriculum to relieve the "glaring shortage of well rounded professionals trained to relate the various social sciences to the problems of business."

To start this project, Mr. Harper told the marketers, McCann-Erickson will give $50,000 to an unnamed university to establish a program of studies leading to a graduate degree in research.

In citing the need for the development of new and highly skilled professionals, whose title might be comparable to that of a director of intelligence services, Mr. Harper said:

"We can never have all the facts to cover all contingencies in a forecast. A decision to act or not to act must always be partly rational and partly visceral."

He added, however, that "management decision-making is becoming an increasingly complex process, with a multiplication of both knowns and unknowns."

■ One of the major complications involved, he said, is the growing need for information. The most successful decision makers will be those who can best process, interpret, and put facts to use, he said.

"Production of the sheer mass of information will increase at a far higher rate than our gross national product or any other production growth," he said. "The key question is how well will we put this mass of raw information to use?"

He warned that management needs protection from the specialist in seeking to solve this problem. The research specialist can be trusted in his judgment only part of the way, he said.

Mr. Harper also cautioned that much research today is conducted on a "crisis" basis, usually to reverse a declining curve or to correct a negative development.

"It is feasible, however, to conduct studies, especially in marketing, on much the same basis as research in a laboratory or development center," he added.

■ Mr. Harper suggested that the training program for "intelligence executives" might include courses in survey techniques, statistics, econometrics, protective psychological research, the theory and practice of experimentation and operations research, computing-machine techniques, analysis of administrative data, library technique and the design and management of research. #

COMMUNICATOR—*Marion Harper Jr. (left) receives the Parlin award from Charles C. Parlin.*

Michigan Advertising Bill Dies

A bill limiting state agencies' regulatory power over professional or trade group advertising has been vetoed by Michigan's Acting Gov. John B. Swainson. Gov. G. Mennen Williams was absent from the state. The bill restricted state agencies' power over advertising to prohibiting only fraudulent or untrue advertising.

Backed by the Michigan Press Assn. and the Michigan Retailers Assn., the bill had passed the legislature with both Republican and Democratic support. Chief argument for it had been that freedom of the press was to a degree impaired under the existing law. Agencies dealing with the medical and dental profession, corporations and securities and the liquor industry would not have been affected in their regulatory authority over advertising had the bill become law.

Mason, Borg, Baumohl to C&W

Kenneth Mason has joined Cunningham & Walsh, Chicago, as account supervisor on Sara Lee Kitchens and Dan Borg and Rudy Baumohl have joined the agency's New York office as media buyers.

Kenneth Mason

Mr. Mason was formerly creative director of Kenyon & Eckhardt, Los Angeles, and before that he was vp, account supervisor and assistant to the chairman of Earle Ludgin & Co., Chicago. Mr. Borg was formerly with Grey Advertising Agency; Mr. Baumohl was previously with Lennen & Newell.

Steamed up by the Blair Group Plan

Good salesmen *love* to sell. Especially when you back them up with the shelf-clearing power of Spot Radio, through the Blair Group Plan.

Total Reach, 142,592,300—Over 40 radio stations in major markets are represented by Blair, the most important group of stations and markets served by one representative firm. Developed in cooperation with these stations, the Blair Group Plan covers 80.35% of the national market—or any parts of it you select.

Pick Your Markets—The Blair Group Plan is NOT a network, although in spot on Blair Stations alone, advertisers invest far more dollars than on the largest radio network. You allocate dollars market-by-market, achieving close control with complete flexibility. Plus exclusive merchandising advantages that excite the trade, and inspire your sales force.

A Plan for You—About results: ask Dash, or Marlboro, or M-G-M, or Mennen, or Odorono, or Parker Games, or Philip Morris, or Scot Tissue or Tanfastic, or United Artists, or the Tea Council of the U. S. A. Better still, ask your nearest John Blair office about a Blair Group Plan tailored to your specific objectives.

John Blair and Company
National Representative of Major Radio Stations

Yes! **Blair Stations Sell**
—and these are the BLAIR STATIONS:

New York	WABC	Norfolk-Portsmouth-Newport News	WGH
Chicago	WLS	Indianapolis	WIBC
Los Angeles	KFWB	Columbus	WBNS
Philadelphia	WFIL	San Antonio	KTSA
Detroit	WXYZ	Rochester	WBBF
Boston	WHDH	Tampa-St. Petersburg	WFLA
San Francisco	KGO	Albany-Schenectady-Troy	WTRY
Pittsburgh	WWSW	Memphis	WMC
St. Louis	KXOK	Phoenix	KOY
Washington	WWDC	Omaha	WOW
Cleveland	WHK	Jacksonville	WMBR
Baltimore	WFBR	Oklahoma City	KOMA
Dallas-Ft. Worth	KLIF-KFJZ	Syracuse	WNDR
Minneapolis-St. Paul	WDGY	Nashville	WSM
Houston	KILT	Knoxville	WNOX
Seattle-Tacoma	KING	Wheeling-Steubenville	WWVA
Providence	WPRO	Tulsa	KRMG
Cincinnati	WCPO	Fresno	KFRE
Miami	WQAM	Wichita	KFH
Kansas City	WHB	Shreveport	KEEL
New Orleans	WDSU	Orlando	WDBO
Portland, Ore.	KGW	Binghamton	WNBF
Denver	KTLN	Roanoke	WSLS
Louisville	WAKY	Bismarck	KFYR

How many times do you tell yourself?

It's true in selling as well as spelling: the more you repeat a message, the more chance it has of sinking in. That's why frequency is so important to advertising men. You ~~receive~~ receive an *added* measure of frequency in the Post at no extra cost. ■ Check the facts. The new study of media effectiveness, Ad Page Exposure, measures the number of face-to-face contacts your ad page makes. (When a reader turns to page 89 – the Dial Soap ad page in this week's issue – click, one Ad Page Exposure.) ■ Now, in the Post, your ad page gets *frequent* exposure with a single issue. It gets a lusty 37% more exposure to the average reader than the same ad in the other big weekly. ■ That's not all. Your Post ad page is seen more times by your better prospects . . . three million more times by readers in larger families (3 or more members) . . . half a million more times by readers in the $4,000-and-over households that spend two-thirds of all durable and package-goods dollars. ■ The Saturday Evening Post spells results with a capital "R" because . . .

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

Believability Is 'Basic Strength' of Advertising, Selling: Lashmet to NSE

Dowell, Phelps Win Sales Exec, Marketing Educator of Year Honors

BUFFALO, May 18—National Sales Executives International, New York, presented "Salesman of the Year" and "Marketing Educator of the Year" awards and heard pleas for more believability and creativity in advertising and selling at its 25th annual international distribution congress here this week.

Dudley Dowell, chairman of the executive committee of the board of directors and exec vp of the New York Life Insurance Co., was named "Sales Executive of the Year," and Dr. D. Maynard Phelps, professor of marketing, University of Michigan, was named "Marketing Educator of the Year," a new award. The awards, given for contributions toward raising "standards of living throughout the free world," were presented by J. A. McIlnay, NSE president.

Addressing the congress, Earle N. Lashmet, senior vp, Liberty Mutual Insurance Co., Boston, urged the sales executives to remember that "believability is advertising's and selling's basic strength."

■ Mr. Lashmet cited several advertising and selling "don'ts":

• "Don't overstress the past. A product's or service's present usefulness is what counts.

• "Don't be afraid to demonstrate how your product solves a problem. Be sure your program is oriented in terms of rewards for the buyer—new information, ways to economize, ways to protect.

• "Don't subject the buyer to difficult mental work. What you sell should be made clear and simple."

He called imitation "a cardinal weakness" of too many marketers.

"Don't 'panic-imitate' competition," Mr. Lashmet said. "Construct your marketing program from your own company strength. By stressing your strong points you attract the very customers who rate such strengths the important ones. Also, have the courage to stick with a good program and, at the same time, do not fear when others copy you."

■ He urged the "fullest use" of agency media specialists "and the media themselves. What is essential here, to make best use of these specialists, is to open all company doors so they complement their special knowledge with general knowledge of all company problems."

Agency specialists "must be allowed to familiarize themselves with a company in order to help fortify its corporate image. Only by full communication with them can agency and media people become a real part of your merchandising team," he said.

"In their turn, the agency people must appreciate that top management is receptive to expanding a successful marketing program; is uninterested in further subsidizing a mediocre campaign. Therefore," Mr. Lashmet emphasized, "it is up to these agency people to make the very most of their opportunities in studying their clients."

■ William Wachs, management consultant and adjunct professor in the management program, Rutgers University, New Brunswick, N. J., stressed the need for more creative selling.

He defined this as the thinking through, studying and finding "an honest way" to (1) "turn into a good prospect one who gives every indication of being a very poor one and/or (2) get a prospect—who gave every indication of not buying at all (or as much as he might) to buy, now, from that salesman, all the prospect can really use, on the salesman's legitimate terms, to the prospect's continued and complete satisfaction."

Creative selling is important today, Mr. Wachs said, because in today's highly competitive market, "about one-third of all buying decisions are either optional or based on impulse; they are not predicated on fully expressed needs."

He added that prospects are "becoming more and more discriminating in their buying decisions" and that most salesmen are "being trained in the same techniques of ordinary, effective selling, and are in equal competition among themselves for the whole market."

The only way to "get the necessary edge on this kind of market," he said, "is by creating a sufficient demand and buying action for your products or services."

■ Ralph D. Myrick, president, Ralph D. Myrick & Associates, North Collins, N. Y., charged that salesmen "lack an understanding that the basis for any sale is a customer problem. Apparently they fail to realize a buying thought—a need, a want, a desire to own—can exist only where there is a customer problem," he said, "and that if there is no problem, there will be no sale."

"There is no better passport to successful sales management," Mr. Myrick said, "than through a staff of salesmen who have acquired the ability to make non-evident problems evident to a buyer, to generate problems in the minds of buyers, and by so doing to earn the right to suggest [their] products or services as acceptable solutions for these problems."

Effective supervision, he suggested, "will substitute the thought of 'customer problem' for the thought of product as a theme for discussion with his buyer."

■ G. Worthington Hipple, regional manager, Fedders Corp., Maspeth, N. Y., called for better sales training, and Howard P. Mold, exec vp and marketing director, Streater Store Fixtures, Spring Park, Minn., said, "You can't teach anyone anything. You can only help people to learn."

"If you could get a man who could really train your salesmen, he should be worth at least $50,000 a year to your company," Mr. Hipple said. "You could take it out of advertising or any other fund and not even miss it.

"Don't give your salesman an incentive with spiffs for doing what he is paid for, or a trip to Las Vegas, a range, a freezer or a plaque for first place," he said. "Give him a solid education in his life's work, and he'll be eternally grateful."

He cited a lack of training as one reason salesmen "let advertising down." One of the "most potent sales weapons in our economy," advertising, produces results under the most adverse conditions, he said. "Customers do come in, and then disaster strikes. Our salesmen let the advertising down. They have a penchant for breaking the chain when we're almost at the finish line."

■ Estimating that 75% to 90% of salesmen are selected by methods "obsolete 40 years ago," Mr. Mold told the congress that the "only effective tool for improving the ability of salesmen on the job is 'sales coaching'."

He said a supervisor should (1) give a salesman "opportunities to learn by putting him into situations where he can experience new activities," (2) help him distinguish right from wrong and see why and (3) help him see the significance of his experiences. #

WAVE-TV Gives You

28.8% MORE HEAVY SMOKERS!

(and light smokers, too, for that matter!)

Yes sir, it's a fact! WAVE-TV gives you 28.8% more smokers, because it gives you 28.8% more VIEWERS than any other TV station in Kentucky — sign-on to sign-off, every average week!

How many more sales can you make with 28.8% more viewers?

Ask NBC Spot Sales for all the facts — including WAVE-TV's *much lower* cost-per-thousand!

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

a SMASHING New Concept

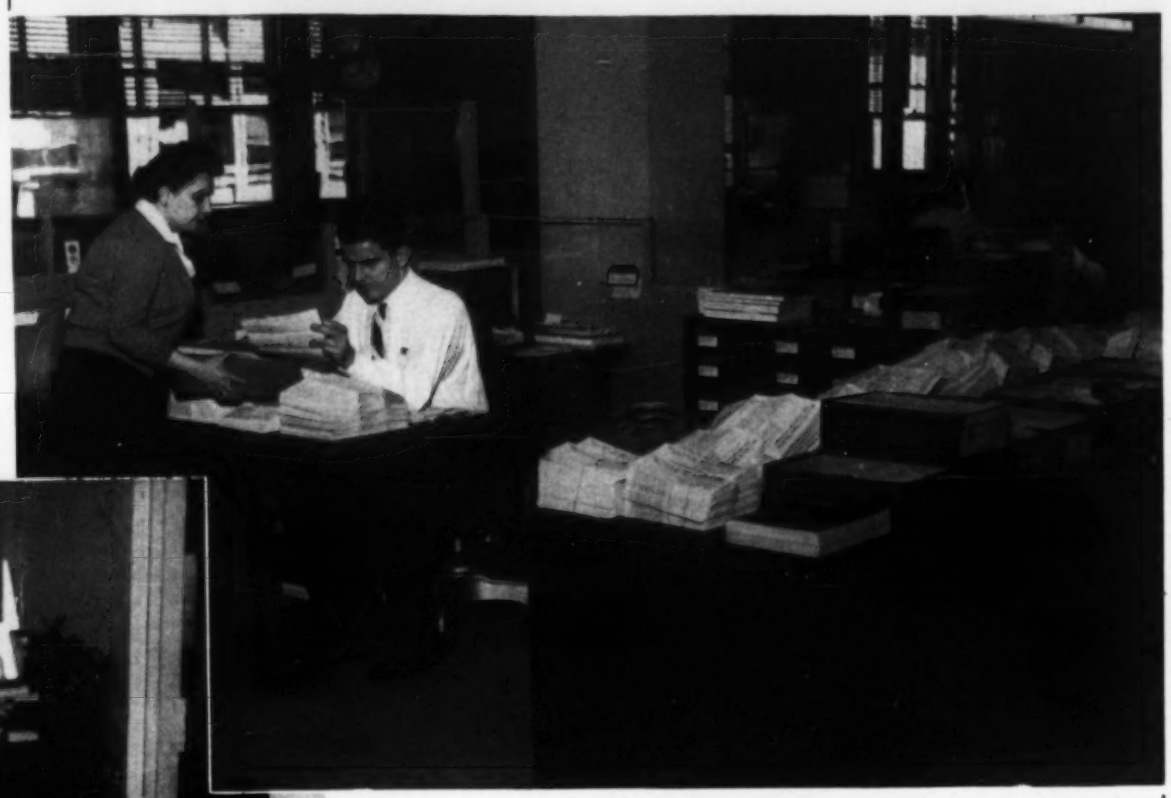
INTER-OFFICE MEMORANDUM

May 12, 1960

Dear Hugh:

How can you possibly get four more classes of information into your product indexes and plant listings? Our DIRECTORY is getting pretty big! Will it be so detailed that nobody can understand it? I'm worried. How complex can radio and electronic manufacturing get?

Will



INTER-OFFICE LETTERS ONLY **DATE** 5/12/60

TO "Classifiers" and Key Punch Staff

FROM Hugh Keays, IRE DIRECTORY 1961

SUBJECT Classifying a complex industry

To improve data for radio and electronic engineers we have added four measures of a firm's capability to our listings - Size:(1) Employees and (2) dollar volume. Experience: (3) Year founded, and (4) number of IRE members on staff. It can be done by concise "codes."

DIRECTORY users (60,000) are all IRE Engineer Members. They "think in symbols and mathematical codes." But using codes calls for maximum accuracy in classifying and number punching. Our success depends on your skill, which can help us break all records in reader usefulness.

H. K.

INTER-OFFICE LETTERS ONLY **DATE** 5/13/60

TO Mr. Copp

FROM Hugh Keays

SUBJECT Codes do the trick!

Dear Mr. Copp:

Years ago IRE dropped simple "terminology" product indexes as silly for engineers, in favor of fundamental classifications "the way an engineer thinks." He can find product data even if he forgets the product name. By using "codes" we can solve the most "complex listings" with simple clarity. We match the engineer's skill at reference with good classifying and accurate coding. Electronics is a complex industry! But we'll be ready for the June 15th deadline. Even with cross-references to ads.

H.K.

The IRE DIRECTORY

The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606

BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

Rehbock Suit Charges Account 'Piracy' by Pair

Ex-Staffers Lured Rehbock Clients While Still on Payroll, Says Complaint

NEW YORK, May 19—Rehbock Advertising yesterday filed a $100,000 "piracy" and "conspiracy" suit against two of its former vps, Jerome Cooper and Roy Mendelson, and their newly formed agency, Cooper-Mendelson Advertising.

The state supreme court suit alleged that Mr. Cooper and Mr. Mendelson, who had served as new business director and account executive, respectively, at Rehbock, organized their own agency and then solicited Rehbock clients with the help of Rehbock files and presentations. These things were done, the suit said, without Rehbock's knowledge, and while the defendant were still employed at Rehbock.

Rehbock asked $100,000 in damages, a permanent injunction against further solicitation of Rehbock clients or prospects and the recovery of the property in question.

Filed by Howard N. Beldock, attorney for Rehbock, the suit listed four accounts as having "already been pirated" from Rehbock. The accounts and their gross billings: Swaco Products Corp., $1,983 for the past four months; Hartman Marine Equipment Corp., $14,274 for four months; Ocean Pool Supply Co., $18,223 for nine months and Post Mfg. Co., $9,943 for nine months.

This list, the suit stated, "is a partial indication of the damage which plaintiff will ultimately suffer as a result of this conspiracy."

■ Sigmund Rehbock, president of the plaintiff agency, cited a conversation he had with a Rehbock client which Mr. Rehbock said he learned had been solicited by the defendants on May 10, 1960, "two days before these defendants gave me their notice of their intentions to leave."

In this conversation, Mr. Rehbock continued, the client questioned him on:

1. "... The financial stability of our agency, since both Mr. Mendelson and Mr. Cooper had indicated—in fact had said—that our company was bankrupt. They further stated that we were granted credit privileges by very few of the suppliers with whom we dealt and were being forced to pay cash with orders for whatever we purchased."

2. "... "Inordinately high" costs of preparing artwork and advertising at Rehbock "because of gross mismanagement, and because work which was done once and rejected was done a second time and both were charged for ..."

3. "... The ability of the various individuals in our agency to perform the functions for which they were hired, such as art director, the production manager, the copywriter ..."

■ This and other conversations with clients, Mr. Rehbock charged, "indicate the extent to which the defendants have gone to destroy plaintiff's good will and business, in complete violation of their obligations to plaintiff, and in utter disregard of ordinary business practice."

With respect to the property in question, the suit charges the defendants "did unlawfully take from the plaintiff, withouts its knowledge, files and records of plaintiff's contacts with prospective clients, correspondence with clients and prospective clients, written presentations of advertising programs and ideas prepared for clients and prospective clients by plaintiff."

■ The complaint must be answered in 20 days. The defendants, however, yesterday were "enjoined and stayed from soliciting or attempting to solicit" clients and prospective clients of Rehbock until tomorrow, May 20.

At that time the defendants are to show cause why a preliminary injunction should not be issued enjoining them from solicitation "pending the determination of this action."

Speaking for the defendants, Mr. Mr. Cooper told ADVERTISING AGE that the "grievances which Mr. Rehbock alleged are completely untrue. The contentions he makes are ridiculous. The court will prove this statement to be true." #

ABC-TV Offers New Daytime Bonus Plan

NEW YORK, May 20—To boost sales on its soon to be expanded Monday-through-Friday daytime schedule, ABC Television will offer advertisers a quarter-hour bonus.

The summer plan, which matches what NBC has offered for some time, will give a bonus of one quarter hour to purchasers of three afternoon quarter hours weekly.

The fall plan, which starts Oct. 10, will be on a one-free for four-purchased scale. The bonus quarter hour will be in the 11 a.m. to noon (EST) period, which is being added to the network's programming day as of the fall. A fall bonus in this period will go to advertisers who buy at least four quarter hours weekly between noon and 4 p.m.

Edward Bleier, who this week was promoted from account executive to vp in charge of daytime sales, said the incentive bonus strategy was planned to meet the competition's summer discount rates and to attract fall business to the newly programmed mid-morning time period.

The new hour of entertainment will be filled with Gale Storm re-runs, now a mid-afternoon attraction, and a new western soap opera, called "Hope Springs."

Miss Storm's old time period will be taken over by "Road to Reality," a group psychoanalysis series.

■ Kaiser Industries (Young & Rubicam) was in the forefront of nighttime sponsor news at ABC-TV. This company, which has been sponsoring the hour "Maverick" show on a three weeks out of four schedule, will cut back to a weekly half hour next autumn. Drackett, this season's co-sponsor on the western, will bow out. Coming in the fall as participating sponsors with a minute each are Armour (Foote, Cone & Belding), R. J. Reynolds Tobacco Co. (William Esty Co.) and Noxema (Sullivan, Stauffer, Colwell & Bayles).

Union Carbide Consumer Products Co. (Esty) and Block Drug Co. (Grey Advertising) have signed to fill part of the alternate summer hours that are available on the Lawrence Welk show. Dodge will cut back to an every-other-week schedule as of June 25, but the new co-sponsor, J. B. Williams Co., will not begin its run on the program until September. #

Gross Joins William Spitz

Gordon Gross has joined Spitz Advertising Agency, Syracuse, as creative director. Mr. Gross was formerly creative director of Henderson Advertising Agency, Greenville, S.C.

FLEXIBILITY—*O'Keefe & Merritt, Los Angeles, introduced its Ranchero surface range unit with color pages in the Los Angeles Times Home Section and Pictorial Living in San Francisco. Similar layout will be used to introduce the Contempo custom-built electric range. Cunningham & Walsh is the agency.*

Volvo Distributor Offers $5 to Get Buyers to Test Car

SHERMAN OAKS, CAL., May 19—Auto Imports, distributor of the Swedish car, Volvo, in the 13 western states, has launched a newspaper and radio campaign offering $5 to anyone over 21 who will test drive the car after having tested any other compact or imported car.

The offer was made last weekend via ads in six dailies in Los Angeles, San Diego and Fresno, and with heavy spot schedules on seven Los Angeles area radio stations. This same schedule will be followed the next three weekends.

■ To get this $5, a prospect must come into one of the 44 Volvo dealers in the area, take a test ride, and fill out a two-part questionnaire. Half the questionnaire is a registration, giving his name, address, driver's license number and naming the compact car previously tested. This half must be mailed to Auto Imports in an envelope by the prospect.

The second half requires answers to questions giving reaction to the Volvo test drive. These cover handling and performance. Both halves are numbered, and when Auto Imports receives a prospect card that can be matched to a dealer card, the $5 check is sent. Dealers will be billed $2.50 for each $5 paid.

■ By today, four days after the weekend of the offer, Auto Imports has received slightly more than 200 cards from prospects. Due to the time lag in mailing and delivery, it is expected several weeks will be required before the effectiveness of the idea as a traffic builder stimulus to customer interest and in making sales can be evaluated.

If successful, the campaign will be extended here and introduced in other western markets. Davis, Johnson, Andersen & Colombatto, Los Angeles, is the agency. #

Scripps League Adds Two

The *Roseburg News-Review*, Roseburg, Ore., and *Klamath Falls Herald & News*, Klamath Falls, Ore., have become members of the Scripps League of Newspapers, Seattle.

At the same time, William B. Sweetland, formerly publisher of the *Daily Inter Lake*, Kalispell, Mont., a Scripps League newspaper, has been named publisher of the *Klamath Falls Herald & News*, succeeding Frank Jenkins, who remains editor.

Patterson, Repplier to Be Honored at AFA

NEW YORK, May 20—Graham Patterson, publisher and board chairman of Farm Journal Inc., and Theodore S. Repplier, president of the Advertising Council, will be the recipients of the 1960 awards for public service conferred by the Advertising Federation of America.

The awards are presented for "professional achievements and dedicated leadership in public service which have added greatly to the stature, acceptance and effectiveness of advertising." They will be conferred at the June 6 awards luncheon at the AFA's 56th annual international convention at the Hotel Astor.

Mr. Patterson has spent his entire business life in advertising and publishing. In 1918 he became publisher and president of the *Christian Herald*, remaining there until 1935, when he became president and publisher of *Farm Journal*. He is past chairman of the AFA and is currently a director. He is one of two surviving founder-members of the national Magazine Publishers Assn. and a charter director of the Foundation for American Agriculture. He was also a founder of and is a director of the Freedoms Foundation, a past chairman and currently vice-chairman of the United Negro College Fund.

Graham Patterson

Theodore Repplier

■ Mr. Repplier has spent his entire career in mass communications. After many years with Young & Rubicam, he shifted in 1942 to the War Manpower Commission. Since 1943 he has served as the executive head of the Advertising Council.

In 1955 he was appointed a fellow of the Eisenhower exchange fellowships. He is a consultant to the U. S. Information Agency and was one of the organizers of the Business Council for International Understanding. He was also chairman of the advertising organizations committee of the People-to-People program. As a member of the President's committee for the U. S. exhibition in Moscow, he accompanied Vice-President Nixon to the U.S.S.R. for the exhibit opening. #

Mennen Names Execs for New Product Setup

MORRISTOWN, N. J., May 19—Due to product line expansions and the introduction of new products, Mennen Co. has completed several organizational and personnel changes.

Five distinct product lines have been established: men's line; baby magic products; date line products (youth market); family products, and proprietaries. In addition, a new line of men's fine toiletries, called Citation, will be introduced shortly on a regional basis.

Mennen has some ten products currently in test. Among them are Steri-Spray, a spray-on first aid treatment which is said to have antiseptic, antibiotic, analgesic and other qualities, and two new deodorants called Brake and Orbit. The products are being tested in four markets each.

■ Jack Leonard, formerly sales promotion manager, has been named junior products manager for the men's line.

Jerry Boehling, formerly with Warner-Lambert Pharmaceutical Co., succeeds Mr. Leonard. Sylvester Cleary, formerly in charge of marketing services, has been promoted to marketing coordinator and will be staff assistant to the director of marketing. Jack Gold, manager of market research, and Tom Brady, product development manager, will also report to the director of marketing, Jack Doran.

Charles Dentinger, advertising manager who was formerly in the marketing services department, now reports to Irving Kiem, merchandising manager.

■ James Farrell, formerly in charge of materials specifications, was appointed packaging coordinator, reporting to Mr. Brady. Robert Foth, formerly administrative sales manager, has been named non-drug trade sales manager. Robert Teuscher, who had been with Pharmaco Inc., has joined Mennen as administrative sales manager, reporting to Tom Vandiver, general sales manager. He will also be a member of the company's marketing and product development committees.

Sam Sirota, formerly sales training manager, has been named drug trade sales manager and John Malloy, previously with Glenbrook Laboratories, has been appointed sales training manager. Emil Sorensen was named sales manager for both military and syndicate store sales. #

PACKAGE ON WHEELS—*Truck bodies built in the shape of the product they carry and advertise are being produced by MPM Corp., Milwaukee maker of truck bodies. First to use the MPH "ad-vans," as they are called, is Dean Milk Co.*

information theory

The conservation of time and energy in communications is the essence of information theory.

In electronics, this is applied by eliminating repetition and transmitting only that which is new and useful.

This principle is applied by Electronic News in newsgathering, editing, and reporting.

Electronic News delivers maximum information in minimum time to the industry's key executives and engineers.

Carr Begins Serving Six-Month Sentence for Tax Omission

(Continued from Page 1)

carried out Mr. Carr could not remain as president.

■ When the motion to suspend sentence was denied, he urged the court to reduce the jail term to "a couple or three months" so that MMN could expect only a short hiatus in Mr. Carr's services. The judge denied this, saying it amounted to "attrition" of the sentence. Referring to letters from leaders of the advertising business testifying to Mr. Carr's good character, which had been presented to the court, Judge McGohey said, "I find it incredible that these pledges of devotion would be so soon forgotten that when he comes back from his confinement he would be a pariah."

Judge McGohey also said that Mr. Carr obviously possessed "high intelligence" and "a superior degree of know-how." Then he added he could not suspend sentence on a "man of that background, who filed no return, who paid [withholding] taxes only by the compulsion of law, at the source."

The judge called Mr. Carr's failure to file tax returns "a wilful thing," adding: "For one year it would be understandable, but for six years . . . it seems to me, that is something that cannot be done."

■ In response to questions from Advertising Age, Million Market Newspapers said flatly that (1) it had no resignation from Mr. Carr and the board of directors had not asked for one; (2) it would be decided "at a later date" if MMN can wait for six months for a president's services. Meantime, all activities would move ahead under the direction of F. Bourne Ruthrauff, exec vp and general manager, and no special meeting of the board is planned.

Million Market Newspapers salesmen were instructed to tell any interested admen that the newspaper publishers did not know of Mr. Carr's tax difficulties when he was hired, and that he had confided his problems to them only in recent weeks.

Bill Carr's Tax Troubles Show Heavy Expenses Can Trip Up Top Ad Execs

New York, May 20—This is the story of a man who rose to the top of his business—the selling of advertising. He commanded a top salary, $45,000 and more for the last decade. He held positions of leadership: Chairman of the Magazine Advertising Bureau, Publishers Information Bureau, Pubvertising clubs and charity drives. He was a man of such talent, charm, drive and courage as to be a recognized leader of the advertising business.

Yet for a major portion of his prominence in advertising, he carried a heavy load of personal guilt. And last Friday he pleaded guilty and was sentenced to six months in jail on a charge of failure to file a 1954 federal income tax return with another six months' sentence suspended pending his ability to pay a total tax indebtedness which might reach $99,574. In addition, he was placed on probation for four years.

William B. Carr

Last Friday William B. Carr, 54, president of Million Market Newspapers, former vp of N. W. Ayer & Son, former vp and advertising director of *McCall's*, former ad manager of *Time*, took just such a sentence from federal judge John F. X. McGohey.

The six-month term was not to start until today, pending the filing of an application to reduce sentence.

■ The government had previously told the court that Mr. Carr had also failed to file tax returns from 1948 through 1953, but that the statute of limitations had removed the possibility of prosecution for years before 1954.

The government charged that Mr. Carr grossed $47,362 in 1954, and that his total tax indebtedness amounted to $38,000—a figure which, over the years with accumulated interest and penalties, became $99,574.

Mr. Carr's counsel indicated that he owed considerably less—perhaps $19,000 or as much as $27,000, depending on allowances granted by the Internal Revenue Service.

Mr. Carr's attorney emphasized that his client had pleaded guilty to a misdemeanor, and that the government had never charged nor suggested that the adman was guilty of tax evasion or fraud, and that Mr. Carr had met all other business and personal obligations.

■ Mr. Carr's employers—the newspapers which comprise Million Market Newspapers—were standing by him. A statement on the "Bill Carr situation" said: "We look upon Bill Carr as one of the nation's most exceptional ad leaders and trust his present difficulties can be cleared up in the shortest possible time."

Unofficially, the view went about like this: Mr. Carr's difficulties with the Internal Revenue Service were in no way condoned, but they did not alter the newspapers' view that in his tenure of office (starting last November) he had done a remarkable job for MMN, and they would like him to continue. The newspapers were known to have offered him any tax or legal help they could extend to him.

What stunned Madison Ave. was that tall, Texas-born Bill Carr had not only been a leader in advertising circles, he had also been a law student, at the University of Texas and at Harvard.

The unofficial version of Mr. Carr's legal difficulties, as explained to the publishers (Mr. Carr and his attorney declined comment, and he pleaded guilty to the misdemeanor charge), was about like this:

■ When Bill Carr came east to New York as ad manager of *Time*—in Chicago he had been a landmark on the advertising scene, and president of the Chicago Federated Advertising Club, a notable achievement for a media man—he ran into heavy expenses. In 1949, when the tax deadline for calendar 1948 loomed, he first got a 30-day extension, let the extension lapse, and simply did not file for that year. In successive years—despite the fact that his withholding forms continued to be filed, and that as an officer and stockholder of McCall Corp. his salary and stock holdings were a matter of record—he neglected to file a return. Later, around 1953, he brought his New York state income taxes up to date with a large payment; from about 1956 on he is current with the federal tax.

■ Thus the problem of the government in the Carr case became one of whether it was more likely to be able to collect the $99,000 which it figures the adman owes if he were permitted to continue to work, earn his substantial salary and gradually pay off his tax indebtedness, or whether to jail him as the law permits, presumably as a deterrent.

Bill Carr came into Million Market Newspapers last year. For the preceding 12 months he had been vp and new business chief for N. W. Ayer & Son in Chicago. In November of 1958 he, along with Otis Wiese, editor and publisher of *McCall's*, resigned—as did 12 other McCall executives. Mr. Carr laconically attributed his resignation to the end of "any hope I've had for professional management in the company." He had joined *McCall's* in 1950 after 17 years with *Time*, when he was a salesman in New York, western manager in Chicago, and advertising manager in New York. #

PRISCILLA PRIMPS—*Dealer Gordon Typical (Alan North) watches in amazement as the formerly prim and proper Priscilla Merryway (Paula Wayne) prepares to do a torrid dance in one scene of "Has Anybody Seen My Profits?" presented to parts jobbers by Sylvania Electric Products.*

Merchandise! Don't Just Deal, Skit Tells Sylvania Distributors

Chicago, May 17—An "original musical comedy" closed here today, after only four performances. But the show's "angel," Sylvania Electric Products, said it was worth the expense.

"Has Anybody Seen My Profits?" was produced solely for four performances to distributors at the two-day Electronics Parts Distributors Show which ended here yesterday.

Sylvania said it spent about $12,000 to bring the show to a total audience of about 1,000 distributors. But with all U. S. distributors controlling about $100,000,000 worth of business in tubes and allied products, Sylvania said reaching this exclusive audience was considered well worth the investment.

The show featured a cast of six journeymen stage and tv actors. The moral of the play: Distributors should avoid competitive discount wars, and instead promote their products to dealers. The narrator detailed the extensive array of promotional material available from Sylvania.

■ Last year at the show, Sylvania presented a puppet show, "Will Success Spoil Gordon Typical?" Both shows were written by William Levine, supervisor of creative services at Sylvania. #

Hyman to Loewy, Stempel

Hyman & Hyman Beauty Products, New York, has appointed Loewy, Stempel, Zabin, New York, to handle its advertising.

Food Field Study Hastens FTC Plans for More Policing

(Continued from Page 1)

cer's share dropped from 58% to 25%, the commission found that cooperatives and voluntary chains were able to boost their share from 33% to 38%.

■ The commission's report is based on surveys of more than 1,000 business organizations. The surveys were conducted in January, 1959. The report shows that a fifth of the sales gains for chains resulted from mergers and three-fifths from opening new stores.

FTC Chairman Earl Kintner said the study provides a background for a new phase of FTC activity now getting under way which involves an investigation of purchasing patterns of chains and wholesalers and their relations with suppliers.

"Where adverse economic impact, unfair relationships with suppliers, unwarranted discriminations or other evidence of abuse of free competition are discovered, remedial steps will be recommended," he said.

■ The report includes a detailed analysis of food retailing trends in 15 specific metropolitan areas. While the document is largely statistical, it reports that independents have successfully defended their positions in many instances by joining voluntary groups.

"While thousands of small food stores have disappeared, many still operate successfully by offering services and convenience of location," the report noted. "Competition for the major share of the consumer food dollar, however, has increasingly come to mean rivalry among supermarkets."

■ Commenting on the transformation of the food industry from a family business to a large volume operation, it noted that stores selling over $1,000 a day ($300,000 a year) accounted for only 4% of food store sales in 1929, but 70% in 1958.

Copies of FTC's "Economic Inquiry into Food Marketing, Part I, Concentration and Integration in Retailing" can be obtained from the Government Printing Office for $1.25. #

MacManus Adds Detroiter

Detroiter Mobile Homes Mfg. Co., St. Louis, Mich., manufacturer of mobile homes, has named MacManus, John & Adams, Bloomfield Hills, Mich., to handle its advertising. Advertising Age learned the account will bill approximately $100,000 a year.

WEOL Users Denied 'Lorain Journal' Space, Court Hears

Cleveland, May 17—For eight years the *Lorain Journal* would not accept advertising from anyone using Radio Station WEOL, of Lorain-Elyria, according to a former Lorain advertiser testifying in WEOL's suit against the *Journal* before U.S. District Court Judge James C. Connell.

The station, which won a federal injunction against the *Journal* for these practices in 1951, is asking treble damages in the amount of $984,000 for advertising revenue the station claims it lost in previous years.

Robert Tebbel, former advertising manager for Kroger Baking Co. in northeastern Ohio, testified that he dealt with P. D. Self, then business manager of the *Journal*.

"Mr. Self told me that Kroger's should decide for itself whether to advertise in the *Journal* or on WEOL," Mr. Tebbel said, repeating the testimony he gave during the injunction and anti-trust trial in 1950.

■ "He told me that if we chose we could go ahead and advertise on WEOL, but in that case our ads would not be accepted by the *Journal*.

"Then he said, 'If you are not successful on WEOL, and I doubt if you are, you can return to the *Journal*. But Kroger's will have to give the *Journal* a letter saying you are not advertising on radio.'

"We didn't give the letter to the *Journal*," Mr. Tebbel continued, "but neither could we afford to pass up the *Journal* as an advertising medium. We did not advertise on WEOL."

Mr. Tebbel, now with Kroger's at Columbus, was the first of six advertisers called as witnesses by WEOL. The station, like the newspaper, operates in Lorain County, adjoining Cleveland.

■ Attorney Marcus Cohen, representing WEOL, said in his opening statement that the *Journal's* advertising policy resulted in considerable damage to the station. If it had not been stopped by the government, it would have been "the death knell" for WEOL, Mr. Cohen said.

In the 1950 trial, the *Journal* was charged with trying to force WEOL, operated by the Elyria-Lorain Broadcasting Co., out of business by refusing to take advertising from merchants who advertised on the company's fm and am outlets in the two cities.

The broadcasting company is contending that although the anti-trust decision was handed down in 1951, the company was not able to get a foothold in the national advertising field until 1953 and was "injured until 1955 as far as local business was concerned."

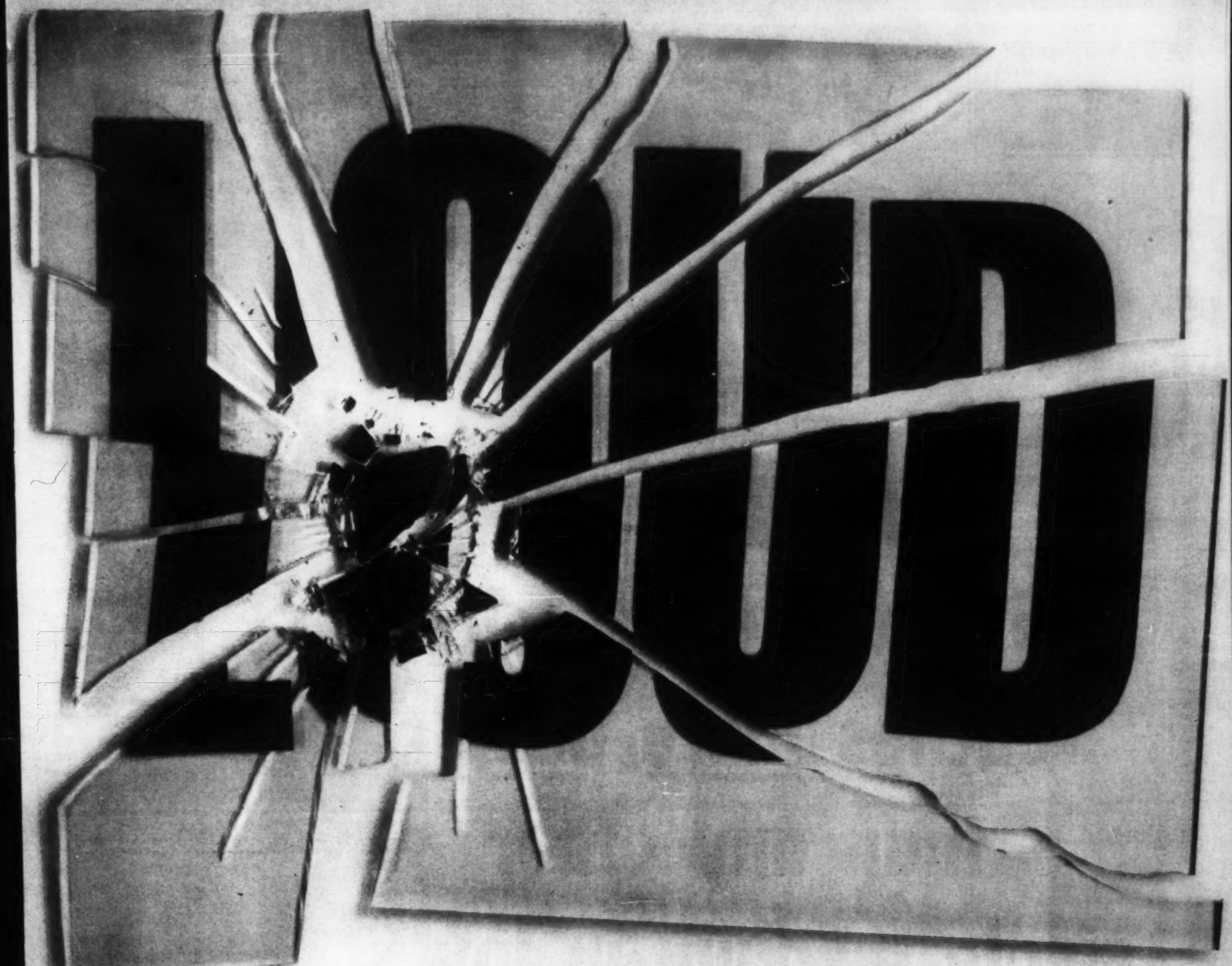
Raymond T. Jackson, attorney for the *Journal*, argued that damage to WEOL was slight and could not have lasted more than two years and that the amount being sought is exorbitant. #

Camden to Babcock, Romer

Camden County Beverage Co., Camden, N.J., producer of beer under the Camden label, has appointed Babcock, Romer, Carberry & Murray, Philadelphia, to handle its advertising. The account was formerly handled by J. M. Korn & Son, Philadelphia.

Lyttle to Diamond Alkali

Kenneth L. Lyttle has been appointed advertising manager of Diamond Alkali Co., Cleveland, a newly created post. He had been advertising assistant for the past four years at American Steel & Wire, a division of U.S. Steel.



OR CLEAR?

Does she filter you out or hear you through? It depends on whether her radio is tuned in—or just turned on. Listeners to the CBS Owned Radio Stations are tuned in and alert, because C-O programming demands it. It is radio for the active attention of the adult mind—not just a substitute for silence. Locally-produced C-O shows include live music, comedy, opinion forums, education, special events, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music programs. This is responsible broadcasting. It gets a responsive audience. And gets response to your advertising, too!

CBS OWNED RADIO STATIONS
REPRESENTED BY CBS RADIO SPOT SALES

C O

KCBS SAN FRANCISCO **KMOX** ST. LOUIS
KNX LOS ANGELES **WBBM** CHICAGO **WCAU** PHILADELPHIA **WCBS** NEW YORK **WEEI** BOSTON

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES · HALLIBURTON BLDG.
SAN FRANCISCO · CENTRAL TOWER

Two Join 'House Beautiful'

House Beautiful has added two salesmen to its New York office. They are William M. Melville, formerly with the *New York Herald Tribune*, and Philip V. Sargenti, formerly with *Cue*.

Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance
of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge

Nelson Avery Simpson Peters

AD MEN ACCLAIMED—*Harold B. Simpson, William Esty Co., received the Silver Nail time buyer of the year award, and Louis J. Nelson, vp and marketing director at Wade Advertising Agency, was presented with the annual Gold Key award as advertising agency executive of the year at the third annual luncheon held by the Station Representatives Assn. in New York. H. Preston Peters, president of Peters, Griffin, Woodward and SRA president, presided, and Lewis H. Avery, of Avery-Knodel, made the presentations. Genevieve Lemper was lauded as Chicago time buyer of the year at a similar SRA gathering in Chicago.*

WHO RADIO'S
50,000-watt voice
reaches more people
than any other
single medium in Iowa!

YOU may have recently read an advertisement that said Iowa is one of the top ten U. S. markets—because its "population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston."

You may also question the propriety of comparing a state with a city. However, NCS No. 2 proved that WHO Radio's population coverage made it in fact America's 14th largest *radio* market—that stations in only thirteen other markets in America reach more people than WHO Radio. *So far as reaching people is concerned, WHO Radio belongs on any media list of 14 or more "largest U. S. markets."*

As an advertiser in the Middle West, you are concerned with *people you can reach,* rather than with population figures within city limits, within trading areas, or within state lines. WHO Radio does just that!

Ask PGW for "the numbers."

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *Representatives*

Merck, Champion Spark Plug Leaders in Readex Ad Study

ST. PAUL, May 17—Merck, Sharp & Dohme division of Merck & Co. won top honors in Readex Inc.'s reader interest survey of ads in 14 business publications for 1959.

Merck, Sharp & Dohme had 19 ads among the top 1% of the 15,662 ads judged by Readex. The drug company was followed by Champion Spark Plug Co., which had nine ads among the top 1%.

J. Walter Thompson Co., Detroit and Chicago, led the agencies by creating 17 of the ads in the top 1%. In second place was Batten, Barton, Durstine & Osborn, Pittsburgh, Minneapolis and San Francisco, with 12 ads in the top group.

■ The Readex study showed that large-space ads—a page or bigger—created more reader interest. Of the 163 ads judged in the top 1%, all except nine were pages or larger.

Color also was more effective than b&w, the study disclosed. More of the top ads (39%) were in full color, as compared to only 33% for b&w ads in the top group. #

Grant to Strout Realty

Harry A. Grant, formerly a writer and speaker for the promotions department of Pepsi-Cola Co., has joined Strout Realty, national real estate agency, as national director of advertising and public relations, a new post. His offices will be in the midwest division headquarters in Springfield, Mo. The company now has 586 offices in 38 states.

Two Join West-Holliday

Elmer Holmes has joined the Los Angeles office of West-Holliday Co., newspaper representative, and Peter B. Bement has joined the company's Seattle office, both as salesmen. Mr. Holmes previously was with Campbell Soup Co.; Mr. Bement formerly worked in the sales promotion field in the Northwest.

Sprague to 'This Week'

Wallace A. Sprague has resigned as assistant publisher of *Parade* to join *This Week Magazine*, New York, as exec vp. He succeeds Ben G. Wright, who has been appointed president and chief executive officer of United Newspapers Magazine Corp., publisher of *This Week*.

Dick Arnold Joins GB&B

Richard K. Arnold, formerly with Consultants Inc., has joined the creative staff of Guild, Bascom & Bonfigli, San Francisco.

3 years in a row

Holiday Fashions in Fo
Free Holiday Recipe Folder
Maryland Club Coffee
Maryland Club
Maryland Club Coffee
Holiday Fashions in Foods
The coffee you'd drink if you owned all the coffee in the world

BEST IN ITS CLASS...

Judged by the experts as best in its class in the annual competition sponsored by the Lithographers & Printers National Association was this outstanding point-of-purchase material created by Clay Stephenson Associates, Inc., of Houston, Texas, for their Client, MARYLAND CLUB Coffee.

The selection of Continental Lithographers (an award winner for the third consecutive year) to produce this series is further tribute to the exacting standards and individualized supervision that distinguish all work produced in our plant. Meticulous attention to every detail of faithful reproduction combined with superior craftsmanship are the essential ingredients of successful printing . . . and at Continental *everything* we print *must* reflect quality.

Continental
LITHOGRAPHERS, INC.
Saint Louis
21 SOUTH NINTH ST. ST. LOUIS 2, MO.

HOLIDAY FASHIONS IN FOODS . . .

. . . One of a series of store-wide promotions for MARYLAND CLUB Coffee, consisting of one "theme" wire-banner (individually imprinted with the Chain Store's name), six double-faced side-pieces, each featuring an exciting recipe, and a folder giving the recipes for the specialties featured on the side-pieces . . . all in full color.

Designed and Produced by
CLAY STEPHENSON ASSOCIATES, INC., HOUSTON, TEXAS

Lithographed by
CONTINENTAL LITHOGRAPHERS, INC., ST. LOUIS, MISSOURI

The Editorial Viewpoint . . .

Don't Be Bashful, Boys!

It continues to amaze us—the large number of people who are indignant as the very devil about something, to the point of wanting something done about it . . . by someone else.

To this harassed worker in the vineyards of journalism, it seems that scarcely a day goes by which does not bring us, via telephone or post, a communication which in effect says, "Here is a horrible thing that someone ought to do something about. It is the most revolting thing I have ever seen (or perhaps the most unfair, or un-American, or dastardly). I think this disgusting activity should be STOPPED AT ONCE, and I hope you will do something about it. *If you do, please don't identify me or my company in any way.*" (The italics, of course, are ours, but we are by no means inventing the tenor of the message.)

Why is it, we wonder almost continuously, that so many people who are so intensely wrought up about something or other are so scared to death about identifying themselves with their (presumably) valid emotions? Sometimes we even wonder if this is really a free country, or if we have been mistaken all these years, and the thought-control police are out searching the highways and byways for idiots who dare to be annoyed at anything.

Sometimes, of course, there is a legitimate reason why the indignant writer or caller cannot be identified. In fact, one of the nicest things about being in the publishing business is the editor's ability to air things that might not otherwise ever be aired. When someone's boss, or someone's customer, is doing or saying something that ought to be challenged, it is not only pleasant but proper that an editor or writer be urged to get into the act, thus calling attention to the matter without personal hurt to any particular individual.

But still, it's lots more fun to have somebody who feels really teed off about something willing to stand up and be counted, instead of hoping that he can retain his pleasant anonymity the while an editor fights his battles for him.

More on Postal Service

Speaking of battles, we intend to continue calling attention to the inferior quality of postal service we are all putting up with these days.

Here's our current example: Advertising Age has re-arranged its printing and mailing schedules so as to get better delivery on the West Coast. Despite the fact that we don't close our forms until 7 o'clock Central time on Friday night, our West Coast copies make an early Saturday morning train that gets them to Los Angeles late Sunday night. So we'd like to get Monday delivery in and around Los Angeles, and we think we should.

Well . . . we've been asking readers in the area to tell us exactly when their copies arrive.

A couple of weeks ago, we got Monday delivery with some of our copies. But other subscribers, served from the same batch of mail out of our print shop, got their copies on Tuesday, on Wednesday, and even on Thursday!

Remember, they all arrived in Los Angeles on the same train on Sunday night. Yet some people got delivery the next day, while others in the Los Angeles area got their copies three days later! You wouldn't call that excellent service, would you?

So again we say—if we're going to have continually increased postal rates, why do we simultaneously have to put up with deteriorating service?

Diverted Promotion Funds

William E. Williams, president of Procter & Gamble of Canada, told the Assn. of Canadian Advertisers something about the promotion practices of Canadian soap producers that applies equally well in the U. S.—and not only to soap producers.

"We have allowed an undue amount of our advertising investment to fall into the category of plain, old-fashioned wheeling and dealing," he said. "We have hit the promotion side of the ledger far too heavily and have been guilty of too much price-packing, too many premiums and not enough top notch competitive advertising of really basic product virtues, such as desirable end results, convenience in use, emotional satisfaction and the like."

Price-packing, he said, is "not good for the brands themselves; it helps reduce them to the commodity status. It cheapens them in the public eye; it will make it harder and harder to return them in the future to a normal price level."

Mr. Williams said P&G did not start this competitive rat race in Canada, but had gone along with the competition; now, he said quite candidly, his company hopes to lead the parade away from this type of price promotion onto more solid promotional ground.

While Mr. Williams leads the way in Canada, does anyone want to lead the parade in the U. S.?

Gladys the beautiful receptionist

—Bill Arter, creative director, Byer & Bowman Ad Agency, Columbus, O.

"No, he hasn't been sick. He got those hollow cheeks trying to draw through one of the new filters."

What They're Saying . . .

New Kind of Readership for the Business Press

Tomorrow—the entire area of production and presentation will be revolutionized to the extent that the shape, size, design, layout, typography, pictography of business publications will be almost unrecognizable. And all of that will be related to a new kind of readership developed through a new use of language, enabling people to read with greater ease and a minimum of time. It will be a means of instantaneous communication, with its own peculiar speed-reading alphabet of signs and symbols. In that connection, I should like to recommend for your reading "The Orchestra of the Language," by Ernest Robson—a study of the impact on the mind of sound images in the art of writing.

—Robert E. Harper, president, National Business Publications, speaking before the Chicago Business Publications Assn.

That Extra Push

I can't believe that any agency executive or media executive can afford not to read at home, not to take some extra course of study, formal or informal, or not to interest himself more deeply in the affairs of his clients. More than that, I don't believe any executive in any business is as qualified as he ought to be unless he's using his mind in some sort of intellectual or creative pursuit, outside of his business.

—John J. O'Rourke, president, John O'Rourke Advertising, San Francisco, speaking at a meeting of the Fresno Advertising Club.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Tv checks up on our forgetful correspondents, like the one who wrote that Armstrong-Jones "smiled but did not wave" from the Buckingham Palace balcony after the royal wedding.

Viewers had already seen his enthusiastic waves on the tv screens.

•

The Sahara in Las Vegas failed to persuade *Life* to run its ad for chorus girls equipped with perfect 36s, but the publicity was just as good and a lot less expensive.

•

"Gillette Industries sets $500,000 push for razors in Great Britain."

Just to remind you that the beard of Schweppes' Commander Whitehead isn't a bit typical.

•

Stuart Siebert says that media salesmen are "cannibalistic" in their attacks on competitors.

They don't want to eat them—just starve them to death.

•

"One elderly adman," reports the veracious *New York Times*, "asked how frequently he ate on his or someone else's expense account, looked amazed at the naivete of the question. 'Why, I haven't paid for my lunch for 31 years'."

Everybody's "on the list" at one time or another.

•

Clark Oil's radio advertising, the story says, is concentrated in the morning and evening driving hours to catch auto listeners.

In rush hour traffic, there's always plenty of time to listen.

•

"Ike snubbed me," "Stevenson let me down," says Harry Truman in his series in *Look*.

The ex-champs always hate to move out of the limelight.

•

"FTC will make extensive probe of ratings, Kintner tells house unit."

And every star whose show failed to make the grade will be itching to testify.

•

"Excessive violence" on tv screens is a matter of grave concern to program directors, parents and teachers, it says here.

And no doubt there are a lot of people who would like to blue-pencil "Jack and the Bean-Stalk."

•

"Ladies, note," says a classified advertiser, "we don't impose a salary penalty on gals. If you can do a man-sized job, you'll draw man-sized pay."

Three cheers for the new emancipation proclamation.

•

"We prefer a married man, 30-45 years of age, with at least 10 years' agency experience," says a shop looking for an account man for an air transport advertiser.

They want to be sure he has his feet on the ground.

Copy Cub.

The Washington Post gained 13,469 Sunday circulation and 8,233 daily circulation-March, 1960 over the same period in 1959. This brings the totals to more than 460,000 Sunday, 401,000 daily.

A.B.C. Publisher's Statements for 6-month period ending March, 1960

Year 1959
Media Records
First 50 Report
Total Advertising
7 Day Newspapers

1.	Los Angeles Times	78,690,743
2.	Miami Herald	60,267,704
3.	New York Times	60,056,995
4.	Chicago Tribune	56,237,322
5.	Milwaukee Journal	55,689,107
6.	Clev. Plain Dealer	47,589,274
7.	Washington Post	44,491,452
8.	Washington Star	44,270,539
9.	New Orleans Ti-P.	43,745,555
10.	Cincinnati Enquirer	42,328,964

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly

ONLY THE TIME CHANGED!

ABC-TV still first in first Nielsen since daylight saving*

number of half-hour 'firsts'*

ABC-TV	16
NET Y	10
NET Z	9

average-rating-wise, ABC came in first three nights of the week, second four nights and third no night of the week. Looks like a merry month of May. Etc.

***SOURCE:** Nielsen 24 Market TV Report, for week ending May 1st, 1960, all nights, from 8:00 to 10:30 pm.

ABC TELEVISION abc

Pharmaceuticals Changes Name to J. B. Williams

Pharmaceuticals Inc., New York, which acquired J. B. Williams Co. in mid-1957, has changed its name to J. B. Williams Co. The company now has two divisions—pharmaceuticals and toiletries.

Willey Joins Botsford

Bob Willey, former copy chief at Cole & Weber, Seattle, and associated with *Lynden Tribune* and *Bellingham Herald*, has joined the Seattle office of Botsford, Constantine & Gardner as a copywriter.

SPRINGFIELD SUPERMARKET — Drawing by Franklin McMahon, noted Illinois artist

SPRINGFIELD
ILLINOIS

CAPITAL MARKET

Springfield is the capital of Illinois and the economic capital of an 11-county market in the heart of the state. Food store sales in this market reached an estimated $110,139,960 last year, and other retail totals reflected the same solid prosperity.

Two historic newspapers — **Illinois State Journal** and **Illinois State Register** — are firmly entrenched as the market's strongest sales force. These dailies offer 100% coverage of Sangamon County (Springfield) and 60% coverage of the entire 11-county trading area. First-rate R.O.P. color and active merchandising support are additional values available to advertisers. (Write for color samples.)

Illinois State Journal
ILLINOIS STATE REGISTER

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Springfield, Illinois — Northern Illinois — San Diego, California — and Greater Los Angeles.
Served by the Copley Washington Bureau and the Copley News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Arrow
VODKA
FINEST any way
you look at it
The difference is *there* . . . subtle, smooth, light. An invitation for your approval, appreciation and applause. Enjoy Arrow Vodka in a Martini . . . Screw Driver . . . Bloody Mary . . . Collins . . . Gimlet . . . with Tonic . . . Over-the-Rocks or Straight. *Any way you look at it*, clear, pleasant, Arrow Vodka is a well-mannered mixer you and your guests will welcome with any beverage.
ARROW LIQUEURS CORP., DETROIT 7, MICH.
80 and 100 PROOF. DISTILLED FROM GRAIN

OFF BEAT—*Arrow Liqueurs Corp., Detroit, is using a new ad theme to advertise its Arrow vodka, a man standing on his head, with the slogan: "Finest from Any Point of View." The campaign will be kicked off in the May 23 Life. Simons-Michelson Co. is the agency.*

ABC Promotes Pival; Other Radio-TV Appointments Listed

John Pival, formerly vp in charge of WXYZ-TV, ABC-owned station in Detroit, has been promoted to president of WXYZ and WXYZ-TV. John O. Gilbert II, previously sales manager at WBZ, Boston, has been appointed general manager at WXYZ, replacing Harold L. Neal Jr., who is now vp in charge of WABC, New York. David M. Sacks, previously general sales manager at KGO-TV, ABC-owned station in San Francisco, has been elevated to general manager. He replaces John H. Mitchell, formerly vp at KGO-TV, who recently was named general manager of the Central American Television Network.

At ABC Radio, Theodore M. Douglas Jr., previously an account executive, has been named eastern sales manager, replacing Robert R. Pauley, who is now vp in charge of the network. Edward G. Bishoff, who has been an account executive at ABC Radio, was promoted to central division sales manager. Mr. Bishoff replaces James Duffy, who was named director of national sales.

Phila. Chapter of AMA Elects

Alfred H. Lowe Jr., General Electric Co., has been elected president of the Philadelphia chapter, American Marketing Assn. Other officers elected were: Theodore Nowak, Handy Associates, 1st vp; Paul W. Kayser, Farm Journal Inc., 2nd vp, and Donald I. Miller, Sun Oil Co., treasurer.

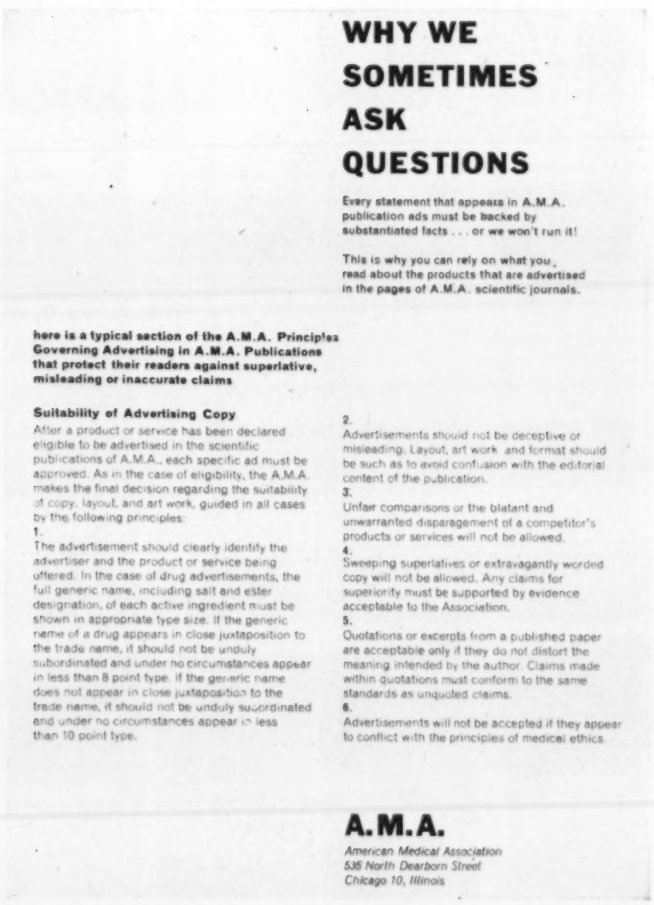
Thomasville to Selinger

Thomasville Chair Co. and its upholstery division, Finch Furniture Co., Thomasville, N.C., has appointed Gerald F. Selinger Co., Bala-Cynwyd, Pa., to handle advertising and publicity for its new LaGalerie line of living room, dining room and bedroom furniture.

the intangible asset in advertising

INTEGRITY

increases the acceptance of every product that is advertised in JAMA



WHY WE SOMETIMES ASK QUESTIONS

Every statement that appears in A.M.A. publication ads must be backed by substantiated facts . . . or we won't run it!

This is why you can rely on what you read about the products that are advertised in the pages of A.M.A. scientific journals.

here is a typical section of the A.M.A. Principles Governing Advertising in A.M.A. Publications that protect their readers against superlative, misleading or inaccurate claims

Suitability of Advertising Copy

After a product or service has been declared eligible to be advertised in the scientific publications of A.M.A., each specific ad must be approved. As in the case of eligibility, the A.M.A. makes the final decision regarding the suitability of copy, layout, and art work, guided in all cases by the following principles:

1. The advertisement should clearly identify the advertiser and the product or service being offered. In the case of drug advertisements, the full generic name, including salt and ester designation, of each active ingredient must be shown in appropriate type size. If the generic name of a drug appears in close juxtaposition to the trade name, it should not be unduly subordinated and under no circumstances appear in less than 8 point type. If the generic name does not appear in close juxtaposition to the trade name, it should not be unduly subordinated and under no circumstances appear in less than 10 point type.

2. Advertisements should not be deceptive or misleading. Layout, art work and format should be such as to avoid confusion with the editorial content of the publication.

3. Unfair comparisons or the blatant and unwarranted disparagement of a competitor's products or services will not be allowed.

4. Sweeping superlatives or extravagantly worded copy will not be allowed. Any claims for superiority must be supported by evidence acceptable to the Association.

5. Quotations or excerpts from a published paper are acceptable only if they do not distort the meaning intended by the author. Claims made within quotations must conform to the same standards as unquoted claims.

6. Advertisements will not be accepted if they appear to conflict with the principles of medical ethics.

A.M.A.
American Medical Association
535 North Dearborn Street
Chicago 10, Illinois

A.M.A. ads, such as this one, build greater confidence in the reliability of your advertising statements when they appear in A.M.A. publications.

Doctors who read and rely on JAMA are a critical audience. When they want to learn about product developments or usage, they depend upon the accuracy of the information in JAMA.

Physicians are being made increasingly aware that every advertisement JAMA accepts is carefully screened. So, they are inclined to respect the validity of, and respond to the statements made in these ads. This extra measure of believability and confidence is a strong factor. This is one reason for JAMA's popularity with advertisers . . . and why, year after year, JAMA's ad linage ranks high compared to other professional publications. They appreciate, too, its average 50-50% editorial-advertising ratio that protects their sales messages against "overcrowding."

Our A.M.A. representatives will be glad to give you the details . . . as well as explain why all A.M.A.'s scientific publications are excellent "buys." It'll be worth your time to see him on his next visit to you.

A.M.A.
American Medical Association
535 North Dearborn Street
Chicago 10, Illinois

**J.A.M.A.; Archives of Ophthalmology; Archives of Internal Medicine; Archives of Otolaryngology; Archives of Neurology; Archives of General Psychiatry; Archives of Pathology; Archives of Surgery; Journal of Diseases of Children; Archives of Environmental Health; Archives of Dermatology.*

Published by the American Medical Association, 535 N. Dearborn St., Chicago 10, Ill., WHitehall 4-1500 • 475 Fifth Avenue, New York 17, N.Y., ORegon 9-9383

Elks Magazine Editorial Profile:

Business, travel, current events, hunting and fishing, "do-it-yourself"... these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance... that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership... provides the right setting for your advertising. It's the best way to sell the #1* men's market.

*1960 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NEVER SURVIVE 61 MARRIAGES*—

BUT... WKZO Radio Will Do Your "Courting" For You In Kalamazoo-Battle Creek And Greater Western Michigan!

WKZO Radio causes more "marriages" between manufacturers and consumers than any other AM station in Kalamazoo-Battle Creek and Greater Western Michigan!

Pulse (see left) gives WKZO-AM a total audience 32% larger than that of any other station. And WKZO-AM keeps the lead morning, afternoon, evening (Monday through Friday, 6 a.m.-Midnight)—*No. 1 in 345 of 360 quarter hours surveyed!*

Ask Avery-Knodel for the details on WKZO-AM.

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

*Mrs. Theresa Vaughan, 24, of Sheffield, England, confessed to 61 bigamous marriages in 5 years.

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

In the news at Ketchum, MacLeod & Grove, Pittsburgh: **Robert M. Brown,** vp, has published his first novel: "Brother, Which Drummer?" Central character of the book is the ad manager of a food processing company. Account supervisor **Helen Rose Ruch** has won the Public Relations Award of the Pittsburgh Women's Press Club for her teen age grooming project for Scott Paper Co., featuring her book, "Off to a Beautiful Start" . . .

Broadcast veterans: CBS' **Arthur Godfrey** was guest of honor at the Old Timers Day lunch staged by the Radio & Television Executives Society and the Broadcast Pioneers in New York. Among the other "oldtimers" receiving recognition: **William Hedges,** NBC vp, oldest member of RTES; **Ida A. McNeil,** owner of KGFX, Pierre, S. D., oldest living broadcast licensee; **Arthur M. Tolchin,** exec vp, WMGM, oldest station salesman; **William H. Ensign,** CBS Radio, oldest network salesman; **Edward Voynow,** president, Edward Petry & Co., oldest rep salesman, and **Elizabeth Black,** Cohen, Dowd & Aleshire, "agency timebuyer around the longest." Heading the 1960 slate of RTES officers are **Richard S. Salant,** CBS vp, as president, and **Robert H. Teter,** Peters, Griffin, Woodward vp, as 1st vp . . .

Chicago's first Adman of the Year award goes to **Wesley I. Nunn,** recently retired ad manager of Standard Oil Co. (Indiana), who is moving soon to his ranch near Heavener, Okla. . . The adwomen of Washington, D.C., have voted **Helen Ver Standig,** exec vp and media director of M. Belmont Ver Standig Inc., their "Adwoman of the Year" . . .

Dunn Goss Ewbank Fried

TEEING UP—*Set to tee off in an annual golf tournament April 21 at 5 Farms golf course, Baltimore, Md., are Jack Dunn III, pr director, Baltimore Orioles baseball team; Bailey Goss, sportscaster for the National Brewing Co.; Weeb Ewbank, head coach of the Baltimore Colts pro football team, and Herbert D. Fried, vp and general manager, Baltimore office of W. B. Doner & Co., agency for National Brewing Co. since it started sponsoring the Colts games.*

John Farris, American copywriter with EWRR in London, pokes sly fun at tv, Anglo-American relations and politics in his first book, titled "Itt." It's a group of satirical cartoons to be published this summer by P. R. Macmillan Ltd. . .

Travelers: **Stanley Breyer,** president of KSAY, San Francisco, and Mrs. Breyer left the end of April on a European junket . . . **William Miller,** general art director of General Outdoor Advertising, and his wife returned to Chicago May 1 from a month-long vacation-business tour of the Far East. Enroute, Mr. Miller made slides to show at the first International Congress of Outdoor Advertising in Toronto during July, where he'll serve as chairman of the exhibition committee and coordinator of the creative panel . . . **James Schwenck,** president of Grant, Schwenck & Baker, Chicago agency, won a ten-day tour for two of the West and Hawaii in *Sunset* magazine's recent Chicago drawing . . . Garland Porter, editor-general manager of *Southern Advertiser,* is vacationing in Europe again this year . . .

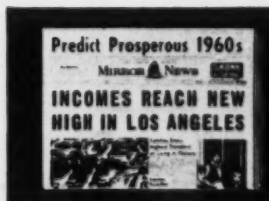
Charles W. D. Hanson Jr., son of the late *Life* advertising sales manager, has won a National Merit Scholarship . . . **Julia Meade,** tv saleslady for Eastman Kodak, American Gas Assn., Nestle, etc., etc., was named Television Saleswoman of the Year May 18 by the Philadelphia chapter of the American Women in Radio & Tv . . . New member of the Ten Year Club at Henri, Hurst & McDonald, Chicago, is President **Martin Zitz** . . . **Richard E. Berlin,** Hearst Corp. president, will receive an honorary Doctor of Laws degree and be Commencement Day speaker at Seattle University June 3 . . . The Bronze Plaque of Achievement of the New York Adclub goes to **Arthur H. "Red" Motley,** Parade Publications president, this year . . .

John H. Hoefer, president of Hoefer, Dieterich & Brown, has been elected to the board of directors of the University of California's Big "C" Society, fraternal organization of Cal athletes. He rowed as number 5 man on Golden Bear crews from 1934 to 1938 . . .

Honolulu honeymooners: **Margaret S. Frey,** audience promotion manager, KOMO-TV, Seattle, and **F. W. Hagerty,** KOMO radio-tv merchandising manager, who were married April 30 . . . And sunning at St. Thomas, Virgin Islands, are **Dione Lilly,** formerly of Ted Bates Inc., and **Sampson P. Bowers,** in the Market Planning Corp. of McCann-Erickson, who wed May 14 . . . June 11 is the day picked by **Andrea Marie Madell,** of the merchandising department of *Look,* and **Michael I. Rosen,** copy and promotion writer for McGregor Sportswear . . . Friends of **George Podorson,** account exec at Hy Radin Associates, New York, are calling him "Benedict." He was married to Clara Baumann on April 30 . . . Mary Barnes, daughter of **Bernard Barnes,** Time Inc. vp, will be married in June to George Humphreys . . .

If you want to sell beer . . .
or any other product
A city larger than Milwaukee
is hidden from your newspaper
advertising in Los Angeles—it's
THE MILLION YOU'RE MISSING
if you're not in THE MIRROR NEWS

Over 300,000 families—more than 1,000,000 men, women and children—read The Mirror News. 4 out of 5 take no other Los Angeles weekday metropolitan newspaper (84.4% read no morning newspaper; 95.3% read no other afternoon newspaper).



1st IN THE WEST IN AFTERNOON HOME-DELIVERED CIRCULATION

LOS ANGELES EVENING

MIRROR NEWS

Represented by O'Mara & Ormsbee
New York, Chicago, Detroit, San Francisco

CH NCE?

OR CHOICE!

SELECT THE MEDIUM THAT DELIVERS THE MARKET WITH A PROFITABLE DIFFERENCE

Chance can deliver a real buzz in this kind of spelling bee . . . but if it's business you're after, see what happens when you can deliberately select what you want! That's what magazines do—select the bigger buyers from the little-or-can't-or-won't-buyers! Don't take our word for it—take a close look at the new (280 page big!) "Study of the Magazine Market." You'll see why magazines can mean a Profitable Difference to advertisers of virtually all kinds of products and services. Magazine Advertising Bureau of MPA, 444 Madison Avenue, New York 22, N. Y.

MAGAZINES...FOR THE PROFITABLE DIFFERENCE

ART DIRECTION IS AN IDEA MAGAZINE . . .

for idea men in an idea business. Each issue is packed with visual ideas and creative thinking for advertising and promotion in all media; print, package design, art and illustration, displays, posters, TV spots, type, photography. Keep on your creative toes. Get Art Direction. Only $6.00 for 12 issues; $10.50 for 24 issues.

subscribe **ART DIRECTION**

A48, 19 W. 44th St., New York, N.Y.

Durrett Joins Branham

Emory G. Durrett, previously with WFAA, Dallas, has been named an account executive in the Dallas office of Branham Co., radio-tv station representative.

Hills-McCanna Names Monk

Hills-McCanna Co., Chicago manufacturer of valves, pumps and other products, has named Howard H. Monk & Associates, Rockford, Ill., its agency.

'Perception Franchise' Is Better Basis for Market Plans Than Corporate Image: White

DETROIT, May 17—A company's "perception franchise"—the impression consumers have of basic values the company supplies—is the "ultimate deciding factor in sales," according to Irving White, director of Creative Research Associates, Chicago.

Speaking to the American Marketing Assn.'s new products marketing meeting, Mr. White explained the "perception franchise" as "the subtle difference in human values to a consumer that makes the difference in the kind of franchise a manufacturer achieves among his consumers.

"The perception franchise is developed by a company through every single act which communicates values to human beings—products, advertising, location and shape of plant, word-of-mouth, publicity, and so on.

"Because of the fact that relationships involving human beings and their perceptions are often influenced by memory of preceding events," Mr. White continued, "a company's meaning to its public has irreversible components. An organization which functions either by hunch or by opportunistic impulses may be involved in a product failure."

■ Such a failure, he said, "cannot be erased by merely taking the product off the market. For already, the company has taken another step in defining its franchise to the consumer. Thus, experimenting with new products in the open marketplace—even on a test basis—can produce losses other than financial.

"In the development of new products, therefore, it is essential for a manufacturer to become aware of its perception franchise. It is a better guide for new product development, than the corporate self image."

Mr. White said advertising must learn to work with the perception franchise, which all corporations develop, so "the consumer can be further guided to perceive the values that he has come to expect from their advertisements."

After the perception franchise is realized, he said, "the next step is to link this information with all the technical, economic and corporate know-how you've got in the company . . . but the difference would be this: Now your springboard would be the consumer's system of values, rather than a limited, institutionally determined self image."

■ Mr. White offered the following suggestions "in solving the dilemma of new products using marketing research":

- Bring the technical research and development men in early in the planning sessions.
- Keep these people informed as long as possible.
- Determine with certainty that your understanding of what you are doing, and what the public thinks you are doing, match up.
- Make sure every new product idea which passes screening has a clearly demonstrable place in the uncovered relationship between your company and its public.
- Gear all advertising and marketing appeals to this conception consistently. #

Rorabaugh Expands Report

N. C. Rorabaugh Co., New York, has included for the first time estimated gross spot tv time expenditures by advertisers and brands in its first quarter, 1960, "Rorabaugh Report on Spot Television Advertising." The quarterly also includes the regular schedule activity data.

Stanley Names Peck-Adams

Stanley Insulating division of Landers, Frary & Clark, New Britain, Conn., has named Peck-Adams Advertising, Hartford, for its line of vacuum jugs and containers. Grant Advertising, New York, is the former agency.

You get Sales Action
every morning in Cleveland

Take a half million Greater Cleveland families with a respectable $7,381 spendable income. Add 26 adjacent counties a stone's throw from Euclid Avenue and you have retail sales of nearly 4 billion dollars—and *that's* larger than the retail sales of any one of 35 *entire* states. So—if your sales of goods or services in the Cleveland market do not exceed those of 35 states—WRITE—WIRE OR PHONE—

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

OOPS! our linage is showing . . .

Here's a First Quarter Report
Showing the Comparative Linage Figures
*For Houston Newspapers, 1960 vs. 1959!**

RETAIL ADVERTISING

CHRONICLE GAINED	422,324
Post Gained	215,866
Press Gained	68,468

Chronicle Gained
96%
More Than The Post

●

GENERAL ADVERTISING

CHRONICLE GAINED	124,061
Post Gained	49,031
Press Gained	50,818

Chronicle Gained
153%
More Than The Post

●

CLASSIFIED ADVERTISING

CHRONICLE GAINED	346,509
Post Gained	158,930
Press Gained	85,824

Chronicle Gained
118%
More Than The Post

●

TOTAL ADVERTISING

CHRONICLE GAINED	889,783
Post Gained	423,251
Press Gained	200,000

Chronicle Gained
110%
More Than The Post

During the first quarter of 1960 The Chronicle ran almost 10,000,000 lines of advertising—More Than Both Other Houston Newspapers Combined!

In Houston, THE CHRONICLE

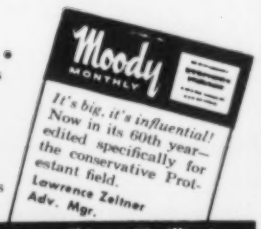
Reaches MORE People ... Carries MORE Advertising ... Sells MORE Merchandise

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper . . .
The Chronicle is a MUST Buy!
The Branham Company—National Representatives

*SOURCE: MEDIA RECORDS

SPEAKING OF A
VOTE OF CONFIDENCE . . .
In a recent survey of Moody Monthly subscribers
57.1% INDICATED THAT THEY HAVE BEEN READERS FOR 5 YEARS OR MORE!
Little wonder M/M is first choice of so many advertisers selling conservative Protestant church market!


Moody
MONTHLY
It's big, it's influential! Now in its 60th year—edited specifically for the conservative Protestant field.
Lawrence Zeltner
Adv. Mgr.

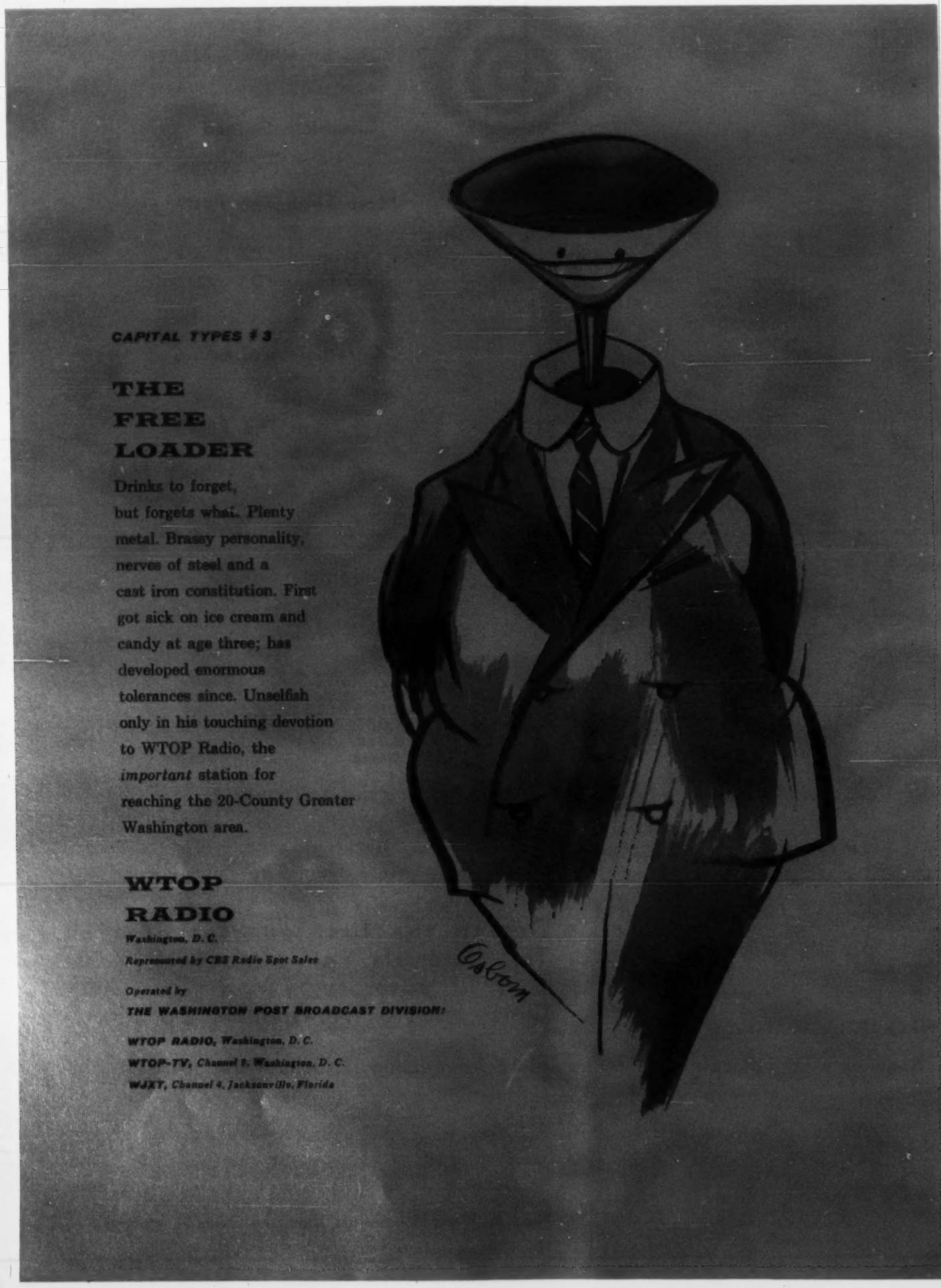
MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

N.Y. Adwomen Elect Jones

Evelyn Lee Jones, broadcast media supervisor on motion picture accounts and business manager of the radio-tv departments of Donahue & Coe, has been elected president of the Advertising Women of New York. Other new officers are Sallie Turner, *Newsweek*, 1st vp; Ida B. Crawford, Coty Inc., 2nd vp; Jeanette LeBrecht, Cohen, Dowd & Aleshire, treasurer; Maureen Callahan, *Redbook*, assistant treasurer; Elinor J. Barnes, Psychological Corp., corresponding secretary and Sally Goedecke, Union Carbide Chemicals Co., recording secretary.

Hirschberg to Ashe & Engelmore

Robert S. Hirschberg, formerly fashion advertising manager of *Harper's Bazaar*, has joined Ashe & Engelmore, New York, as vp.


CAPITAL TYPES # 3
THE FREE LOADER
Drinks to forget, but forgets what. Plenty metal. Brassy personality, nerves of steel and a cast iron constitution. First got sick on ice cream and candy at age three; has developed enormous tolerances since. Unselfish only in his touching devotion to WTOP Radio, the *important* station for reaching the 20-County Greater Washington area.
WTOP RADIO
Washington, D. C.
Represented by CBS Radio Spot Sales
Operated by
THE WASHINGTON POST BROADCAST DIVISION:
WTOP RADIO, Washington, D. C.
WTOP-TV, Channel 9, Washington, D. C.
WJXT, Channel 4, Jacksonville, Florida
Osborn

William M. Mumm, Pioneer Agency Man in Ohio, Dies at 87

COLUMBUS, O., May 17—Col. William M. Mumm, 57, former chairman of the board of Mumm, Mullay & Nichols, died May 14 in St. Anthony's Hospital after an illness of several weeks.

Col. Mumm, who was prominent in central Ohio advertising, military and Catholic organization affairs, was a pioneer in the Columbus advertising agency field. He started in advertising in 1903 as a founder of the Mumm-Romer Agency, in Springfield, O., which moved the following year to Columbus and became Mumm, Mullay & Nichols.

The colonel held his commission in the Army Reserve Corps. During World War I, he was appointed by the Army provost general as chairman of a board on "Instructions to Draftees." He served as one of five national trustees of the Reserve Officers Assn. of the U. S. during World War II.

Col. Mumm was an active speaker against pacifism and communism. He frequently attended conferences in Washington on proposed legislation for a National Defense Program during the war. He was active in the Knights of Columbus and in 1908 served as grand knight of Columbus Council 400 and as master of the fourth degree in Ohio from 1911 to 1922.

■ Former Gov. John W. Bricker appointed Col. Mumm chairman of the Ohio State Development & Publicity Commission, and he served until 1947.

Col. Mumm was educated in his native Buffalo, N. Y. He worked in a Buffalo post office and later became a private secretary to the superintendent of Buffalo public schools.

At 25 he was named business manager of a large printing company that published the *Buffalo Volksfreund*, largest of three German daily newspapers. Feeling he looked too young, he grew a Vandyke beard, which he kept all his life.

In 1900, he joined a West Grove, Pa., nursery company as editor, publisher and advertising manager of a floricultural magazine.

Among Col. Mumm's survivors is a son, Harry G. Mumm, of Columbus, who is with *Iron Age*.

WILLIAM L. SHINNICK

JUPITER INLET, FLA., May 17—William L. Shinnick, 51, a former vp of Young & Rubicam, New York, died yesterday of a heart attack. He owned a motel and marina here.

Mr. Shinnick joined Young & Rubicam in 1947 as an account executive and became a vp in 1951. He resigned to operate his own business in 1957. Prior to joining Y&R he was advertising manager of Hills Bros. Coffee, San Francisco. #

Doug Bailey Advertising Moves; Names Walt Kraemer

Doug Bailey Advertising, Rockville, Md., celebrated its first anniversary in April by moving to larger offices at Congressional Plaza Shopping Center. The agency also appointed Walt Kraemer, formerly with WDON and WASH-FM, as art director. In its first year of operation, the agency expanded its account list from five to 20. It also entered the market research field by adding a subsidiary, Auto-Audits, which conducts quarterly measurements of the automobile radio audience for eight Washington area radio stations. This summer the company expects to open a management consulting service for eastern seaboard radio stations.

"IS IT TRUE THAT THE HAS DROPPED OUT OF COMICS?"

Fun-loving pushers of advertising gossip are easy to find. At the drop of a query, you'll get the "truth," man, on hits and flops among key brands, key agencies, key media, key TV shows, key stocks and bonds and, of course, key personalities.

Some of these "experts" even insist that the **"bottom has dropped out of Sunday newspaper comics!"**

Nothing could be further from reality—according to outstanding professionals like the Carl J. Nelson research organization. In a series of studies of Sunday newspaper readership, 1956-59, the Nelson staff (650 people) found that just about *everybody* reads Sunday comics.

Their capsulated findings:

***Section Pick-Up:* Men: 78%. Women: 76%.**

"The average comics feature is read by 49% of the newspaper readers; other features are read by 17%; the average news story by 13% . . . The Sunday comic section has the highest average page traffic of any section in the Sunday newspaper."

Sunday Newspaper Comics appeal to *all* age groups; cut across *all* geographical lines. They've topped *all* other sections for 30 years! And they're still on top!

Now what about readership during those important "Buying Years"?

For the facts that can turn your problems into sales—just turn the page.

BOTTOM

M-121A

during the "buying years"18-34, readership of Metro Sunday Comics tops that of all other feature sections:

The "Buying Years" are the years of acquisition; the years of home establishment, when families are building, the years when the greatest purchases are made. This is the age group of primary interest to most manufacturers. In this group METRO SUNDAY COMICS has a significantly higher section pick-up than that of any other feature section.

SECTION PICK-UP	Men	Women
Metro Sunday Comics Section	88%	91%
T.V. Graphic Magazine	72	84
This Week Magazine	85	87
Pittsburgh's Family Magazine	73	75

The table above, based upon the new Carl J. Nelson study in Pittsburgh—*the first of a series*—shows the percentage of readers who saw, or read, some editorial or advertising item in the section which *included the first page.*

When the first page of the section is excluded, there is a significant decline of the section pick-up for the other feature sections. Pick-up of the Metro Sunday Comics Section, however, remains virtually the same. (Based upon same Pittsburgh study.)

SECTION PICK-UP	Men	Women
Metro Sunday Comics Section	87%	90%
T.V. Graphic Magazine	56	73
This Week Magazine	79	84
Pittsburgh's Family Magazine	65	67

METRO SUNDAY COMICS IS YOUR BEST BUY FOR:
READERSHIP (highest family readership of any medium)
AUDIENCE (largest in print—over 19,000,000 circulation)
FLEXIBILITY (markets, copy, dealer listings)

For a copy of this study, contact your Metro Sunday Comics representative.

METRO Sunday COMICS

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices: 260 Madison Avenue New York 16, N. Y. Murray Hill 9-8200

CHICAGO 11 — 1710 Tribune Tower
DETROIT 2 — New Center Building
LOS ANGELES 5 — 3460 Wilshire Boulevard
SAN FRANCISCO 4 — 155 Montgomery Street

PROMOTES AWARD—*Jacob Ruppert Brewery, New York, is using tv spots in eight markets and 50 newspapers in seven states to announce its winning a Grand Prix for Knickerbocker beer's contribution "to better living." This 1,800-line b&w ad shows Murray Vernon, Ruppert chairman (right), receiving award from Comte de La Fayette. Norman, Craig & Kummel is agency.*

John R. Hood, 59, Pennsylvania Agency President, Is Dead

LEWISTOWN, PA., May 17—John R. Hood, 59, president of Hood, Light & Geise, Harrisburg agency, died May 13 of complications caused by a broken hip.

Mr. Hood joined the Associated Press in 1922 and was publicity aid for the late Gov. Gifford Pinchot from 1932 to 1940 and general manager of the former *Harrisburg Telegraph* from 1940 to 1947.

FRANK M. SHERMAN

PHILADELPHIA, May 17—Frank M. Sherman, 81, founder and executive director of the International Typographic Composition Assn., died in Jefferson Hospital here May 10.

Mr. Sherman became director of advertising and publicity for Lanston Monotype Machine Co. here in 1926. He entered trade association work in 1918 and organized the ITCA in 1919. He rejoined ITCA in 1946 and was its secretary and executive director at that time.

Nationally known in the graphic arts industry, Mr. Sherman was named the Delaware Valley's "Graphic Arts Man of the Year" last year.

LUCIEN BARANSKI

BUFFALO, May 17—Lucien Baranski, former national advertising manager of the now defunct Polish *Everybody's Daily*, died May 10 in Buffalo General Hospital.

For the past three years, Mr. Baranski had been a fund raising counselor here.

NAOMI K. REILEY

SOMERSET, PA., May 17—Naomi K. Reiley, 83, vp of Somerset Newspapers, which publishes the *Somerset Daily American*, and wife of Henry B. Reiley, editor and publisher of the daily, died Saturday of a heart attack at Somerset Community Hospital.

ELBERT O. HAND II

NEW YORK, May 17—Elbert O. Hand II, 56, vp for marketing and a director of McGregor-Doniger, men's clothier, died May 12 at Roosevelt Hospital. Mr. Hand was with Procter & Gamble, Allen-A Co. and Cluett, Peabody before joining McGregor in 1952.

STUART L. McCLURE

SAN FRANCISCO, May 17—Stuart L. McClure, 44, former adman, newspaper man, political figure and public relations man, was killed May 7 when his car overturned near Gilroy, Cal.

Mr. McClure, who founded Duncan, Rowan & Woods in 1957, was driving alone toward Santa Barbara where he was to speak before a Republican party meeting when his car struck a diagonal concrete divider and turned over.

In 1954 Mr. McClure was an unsuccessful candidate for the California board of equalization. Prior to entering politics he was a reporter for 13 years for the *San Francisco Examiner*.

JULES P. ORTEIG JR.

PELHAM MANOR, N. Y., May 17—Jules P. Orteig Jr., 38, advertising salesman for *U. S. News & World Report*, New York, died May 14 of a heart ailment at his home here.

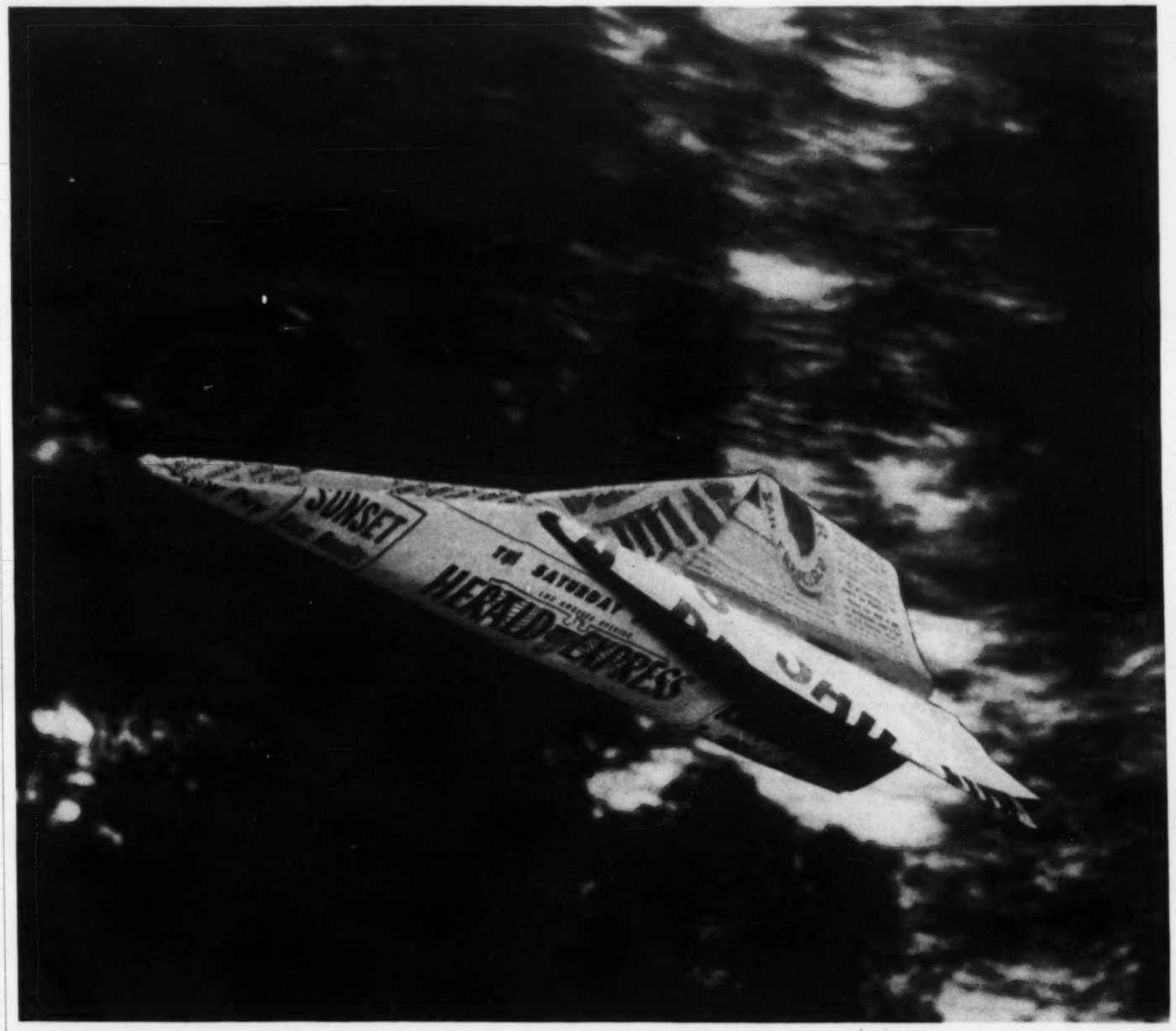
Frazier Joins Ken-Tron

Bill Frazier, formerly with Cambridge Thermionic Corp., has joined Ken-Tron Corp., Lynn, Mass., manufacturer of rf connectors and telephone plugs and jacks, as marketing director, a new post.

Y&R Elects Sparks, Bahr

Henry L. Sparks and Warren A. Bahr, both associate directors in the media department of Young & Rubicam, New York, have been elected vps.

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. Glenwood 4-5471 Toledo 12, Ohio



DID YOU KNOW that last night this fine newspaper soared into the hands of more readers than any other evening paper in the entire West? *It's a fact!* And, as you know, more readers just naturally mean *more results!* As a newspaper market, how good are Herald-Express readers? Take a look below and then decide for yourself.

Los Angeles Evening
HERALD-EXPRESS
"Largest Evening Newspaper in Western America"
Represented Nationally by Moloney, Regan & Schmitt, Inc.

★ **LARGE!**
Yes. Largest in the West! 355,764* average Net Paid Daily. Larger, by 52,047, than the other evening paper.

★ **OPULENT!**
More than one-third of all Herald-Express reader-families are in the $7000.00-and-over* annual income category.

★ **EXCLUSIVE!**
Seventy-five* per cent of Herald-Express readers read no other Los Angeles metropolitan newspaper!

* SOURCES: ABC and Dan E. Clark & Associates

Publication Raises Agency Commission from 15% to 20%

The *California & Western Visitor*, published by Visitor Publications, Los Angeles, will pay a 20% commission to all bonafide advertising agencies, effective Aug. 1, 1960, with the issuance of its new rate card. The publication, a monthly distributed by airlines to California and West Coast-bound passengers, said it made its decision to increase the commission after polling a large number of agencies.

Y&R Names Sparks, Bahr VPs

Henry L. Sparks and Warren A. Bahr, both associate directors in the media department at Young & Rubicam, New York, have been named vps of the agency. In addition to their duties as associate directors, Mr. Sparks will have special responsibilities in the area of media relations and Mr. Bahr in media planning. Mr. Sparks joined the agency in 1930 and Mr. Bahr in 1951.

Coming Conventions

•Indicates first listing in this column.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 24. Industrial Advertising Research Institute, research forum, Conrad Hilton, Chicago.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-2. Assn. of National Advertisers, workshop on advertising administration and financial control, Westchester-Biltmore, New York.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 12-14. New England Newspaper Advertising Executives Assn., summer meeting, Griswold Hotel & Country Club, Groton, Conn.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

•Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 14-16. Annual convention, Broadcasters' Promotion Assn., Sheraton Charles Hotel, New Orleans.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Brown, Friedman Changes Name to Perry Brown

Perry Brown Advertising, New Orleans, is the new title of the agency formerly known as Brown, Friedman & Co. William Perry Brown Jr. recently was elected chairman of the board and re-elected president of the agency.

Just One Order Buys more than 460,000 Florida families in 16 Booming Cities... Florida's largest ABC circulation! Daytona Beach • De Land Fort Myers • Gainesville • Jacksonville • Lakeland • Leesburg • Melbourne • Ocala • Panama City • Pensacola • Sarasota • St. Petersburg Tallahassee • West Palm Beach • Winter Haven

ALL FLORIDA MAGAZINE is printed by the unique Perry Process letterpress method. Write for details: Box 5736, Jacksonville, Florida, or call your Perry representative.

Friendly Florida-slanted family reading—plus TV WEEK—five regional zones with complete TV local program listings. Buy just one or all TV zones.

Represented nationally by JOHN H. PERRY ASSOCIATES.

NEW YORK 36, 19 W. 44th St., Tel: MUrray Hill 7-5047, William K. Dorman, Gen. Mgr. CHICAGO 4, 224 South Michigan Ave., Tel: HArrison 7-4008, Robert A. Mitchell, Mgr. DETROIT 2, 7-268 General Motors Building, Tel: TRinity 5-1803, John F. Cole, Mgr. PHILADELPHIA 7, 12 South 12th Street, Tel: WAlnut 2-3555, Robert Hitchings, Mgr. SAN FRANCISCO 4, Russ Building, Tel: YUkon 1-1281, Louis J. Rubin, Mgr. ATLANTA 3, 411 Glenn Building, Tel: MUrray 8-3988, J. D. Whitehead, Mgr.

THE NEW YORKER creates

"The New Yorker creates sales. Quality retailers know this. That's why The New Yorker each week is a showcase of quality retail advertising, and that's why we have used The New Yorker since 1926."

Andrew Goodman
President, Bergdorf Goodman

COPYRIGHT © 1952 THE NEW YORKER MAGAZINE, INC. DRAWING BY GARRETT PRICE

The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.
DAVENPORT, IA.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

Hearst Consolidated Reports Loss in '59

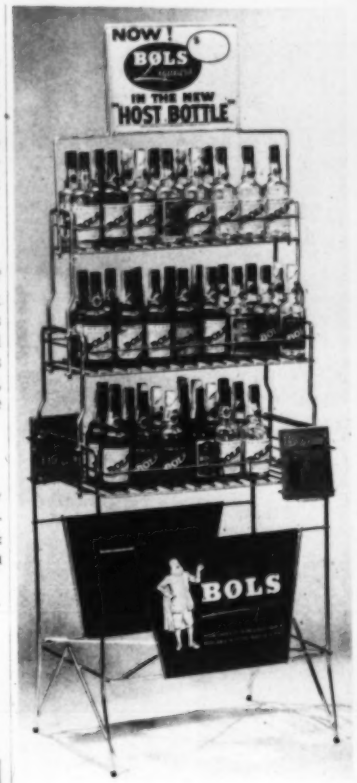
Hearst Consolidated Publications has reported 1959 operating revenues for the year ended Dec. 31 of $187,758,290, as against 1958 revenues of $185,358,735 for 1958. The company reported a net loss for 1959 of $2,402,580, as against a net loss the preceding year of $2,710,-378.

Ruder & Finn Has Record Year

Ruder & Finn Inc., New York public relations company, reports that 1959 was the most successful in its 11 years. Consolidated gross income for the year was $2,266,783, a 24% increase over 1958 income of $1,833,314.

Wentland Joins Lodders

Richard D. Wentland, formerly with the Denver Chamber of Commerce, has joined R. D. Lodders & Associates, Denver agency, as an account executive.



SAMPLE RACK—*This new rack has been designed to hold 96 of the new 8 oz. "host size" bottles of Bols liqueurs. Small-size bottles allow consumers to sample the 20 different Bols liqueurs at low cost. Rack has a compartment for recipe booklets and a changeable sign.*

WHAT MAKES BIG D BIG?

Big D's retail business is made 34.1% bigger by the purchases of Dallas' out-of-town customers who look to Big D as their big city and The Dallas Morning News as their big newspaper.

SM, May 10, 1959

CRESMER & WOODWARD, INC. • National Representatives

Tennessee Forbids Giving Trade Stamps With Cigaret Sales

NASHVILLE, May 17—State revenue agents have been instructed to notify tobacco companies that the giving of trading stamps with the sale of cigarets is against state law.

Alfred MacFarland, Tennessee state revenue commissioner, compared the practice of grocers and other merchants giving trading stamps with cigarets to the "gimmicks and giveaways" of some liquor stores in the past, which he outlawed.

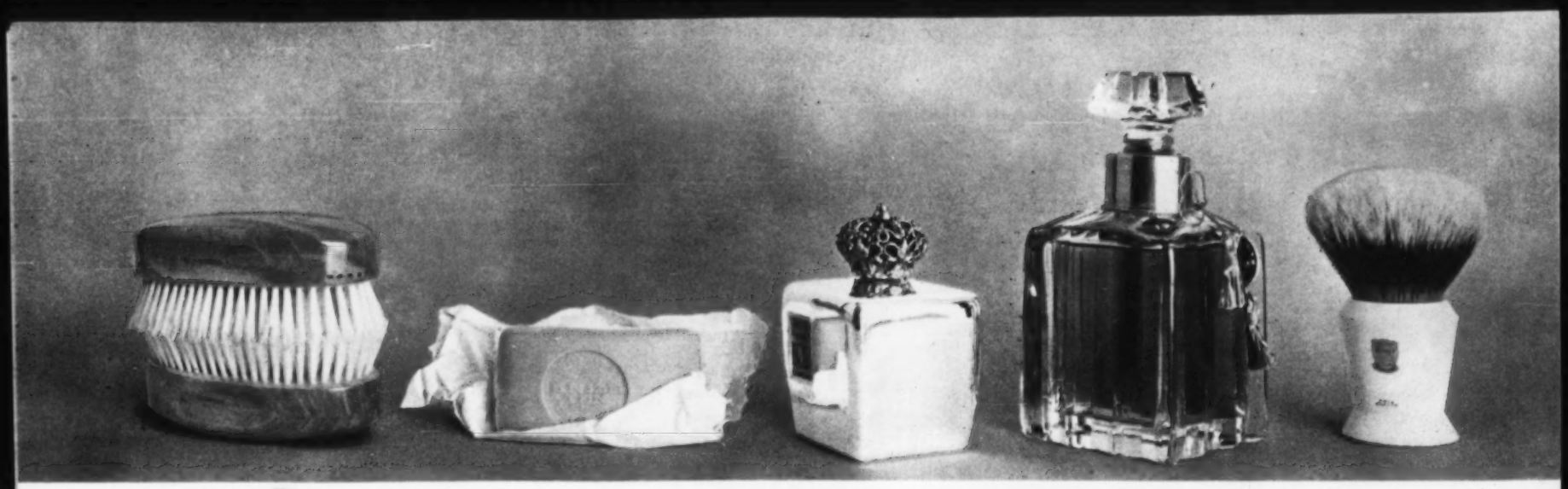
"There appears to be a violation of a department regulation and those involved will be asked to stop," Mr. MacFarland said. He did not elaborate on what, if any, action would be taken against merchants who continue the practice.

■ A 1949 Tennessee unfair cigaret sales law provides, among other things, that "in all advertisements, offers for sale or sales involving the giving of any concession of any kind whatsoever (whether it be coupons or otherwise) the retailer's or wholesaler's selling price shall not be below 'cost to the retailer' or 'cost to the wholesaler,' respectively, of all articles, products, commodities and concessions included in such transactions."

He said trading stamps are considered tangible goods, since they can be redeemed for valuable items, and a merchant giving them would be provided with an unfair advantage over other companies which do not give stamps. #

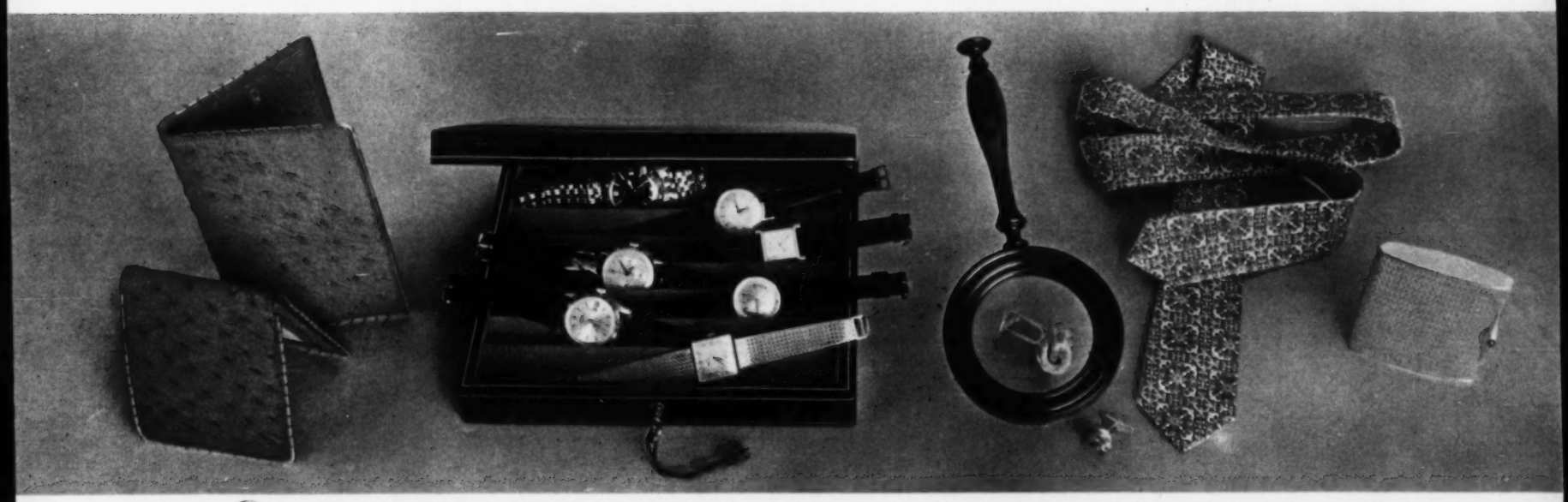
LPNA Winners Published

The Lithographers & Printers National Assn., Washington, has distributed over 28,000 copies of a catalog, containing its 10th annual lithography awards. The catalog lists 294 winning pieces in 49 classifications. It is available in limited supply through the association, 597 Fifth Ave., New York.



Fit to be tried: A handsome pair of military brushes, *left*, with extra-long pure bristle, Kent of London, $60 the pair. Bar of toilet soap has fresh, masculine scent, Knize Ten, $1.25. Busy fathers with no time for sun will take to Liquid Bronze; use it instead of a talc and get the appearance of a light suntan, $7*, Royalty. One-of-a-kind crystal decanter filled with Arden's Eau de Toilette for men, $25*. Giant-size shaving brush of silver-tipped badger bristles, also Kent of London, $75.

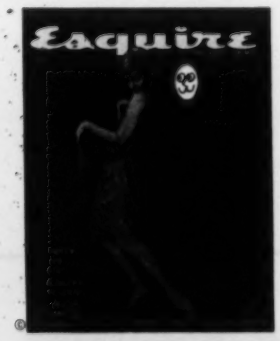
Tremendous trifles: Pleated silk ascots, *left*, bold stripes or a fleur-de-lis print for sport shirt or jacket. Handcraft, $5 each. Sheer white shirt has grey panel, a handsome background for his favorite tie. Harry Hoffman, about $15. Lightweight wool socks with hand-embroidered clock, Byford, $2.50. Silk cabana set, the shirt trimmed with plaid of the swim shorts. Bronzini, $45. Italian scarf-print silk shirt features bold sailing design, $45, and white silk ascot, $4; both at Bergdorf Goodman.



Exquisite extravagances: Ostrich wallet, $105*, billfold, $82.50*, edged in gold, Mark Cross. Timepieces from The Watchmakers of Switzerland: gold dress watch, Omega, $375; Rolex has calendar, $240; diamond watch, Girard-Perregaux, $500; Concord chronometer, $220; Juvenia for day, $175; Tissot waterproof, $39.50; Longines skin-diver, $125; wardrobe case, Steinweg, $22.50. Gold links, Tiffany, $119. Silk tie, Burma Bibas, $5. Gold-mesh cigarette case with cabochon sapphire, Cartier, $1,200.

**Indicates federal tax extra*

FATHER'S DAY GIFTS: FROM THE PAGES OF JUNE ESQUIRE



AUTHORITY IN A MAN'S WORLD

Read any tape:

STOCK & BOND HOUSE ADVERTISING? FIGURES CLEARLY SHOW **THE NEW YORK WORLD-TELEGRAM FIRST** AMONG THIS CITY'S EVENING NEWSPAPERS BY 81 THOUSAND LINES IN 1959. AND IT TICKED OFF THE GREATEST GAIN. IT'S THE **ADVERTISERS' CHOICE IN THE EVENING FIELD.**

Hazard Adds Two Accounts

Cormac Photocopy Corp., New York, and Cormac Chemical Corp., New York, have appointed Hazard Advertising Co. to handle their advertising. Braco Advertising Agency is the previous agency of record for Cormac Photocopy and Dale & Finkel Advertising is the previous agency of record for Cormac Chemical.

Tubb Joins Electro-Tec

George E. Tubb, formerly marketing director of Laboratory for Electronics, Boston, has joined Electro-Tec Corp., South Hackensack, N.J., manufacturer of slip rings, precision switches and miniature relays, as marketing director, a new post.

Gradenegger Joins Stern

Stern, Walters & Simmons, Chicago, has appointed Elizabeth Gradenegger media director. Miss Gradenegger was formerly in the media department of the Buchen Co.

Act to Offset Threats to Ad Field: Chesley

D'Arcy Head Urges 4A's to Fight Threat of U. S. 'Throwing Rule Book at Us'

Los Angeles, May 17—The concern of the Federal Trade Commission with such subjects as soap on sandpaper and windows being down when plate glass commercials are made has much greater ramifications than any desire to prevent misleading advertising. These actions are only the current example of the longtime threat of government control of all selling activities.

This was the warning of Harry W. Chesley Jr., president of D'Arcy Advertising Co. Speaking before the Southern California council of the American Assn. of Advertising Agencies last week, he said the committee named by the Four A's a few years ago to keep an eye on government interference with selling activities has met 53 times and had 26 different examples to discuss at its most recent meeting.

Not all attacks on advertising are direct, but this does not make them less ominous, Mr. Chesley said. The idea is being spread that "there is so much dishonesty and deceit in advertising the government must clean it up; the FTC should protect the buyers, but what is happening is a full scale smear that throws suspicion on all advertising and creates the idea that all advertising is misleading and deceptive," he said.

■ "Public opinion and policy are being influenced by such best-seller books as 'The Status Seekers' and 'The Affluent Society.' Packard projects the idea that a society concerned with 'baubles and beads' cannot meet the challenge of the '60s; Galbraith advocates turning over not just advertising, but the whole economy, to government planners who will decide values," the D'Arcy president said.

"These ideas imply the consumer is so gullible he must be protected by the government; our whole society is composed of either wolves or sheep," he said.

The answer to this is calling a "spade a spade," Mr. Chesley asserted. This involves admitting there is a tiny fraction of the $11 billion advertising business guilty of bad practices, but pointing out the rest of advertising is reputable.

■ Media are involved in this, he said, adding that it calls for responsibility in handling reports of scandals. The truth should be reported, but media have "gone far beyond what is normal coverage," he said.

Since it appears most educators and economists "are on the other side," he said, "more liaison is needed with these groups. More people should be invited to look at advertising and hear what we think advertising is and what it stands for," he said.

Marketing, selling and advertising depend on the climate in which they operate, he said. "If the rule books are thrown at us and we must operate with a list of too many don'ts, we cannot function." #

Russell Joins Potts-Woodbury

Clarence H. Russell has joined Potts-Woodbury, Kansas City, as an account executive. Mr. Russell was formerly an account executive with Klau-Van Pietersom-Dunlap, Chicago.

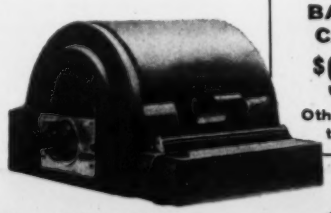
Everything's perfectly clear—they're Verifax copies!

Verifax copies are dry, white, easy-to-read . . . accurate in every detail. They won't fade or darken . . . will last as long as typed records. And they're as easy to handle, file or mail. All of which is mighty important in business.

See how you can make 5 of these dry, more usable copies in 1 minute for 2½¢ each with Kodak's $99.50 Verifax Bantam Copier, which outperforms other makes of copiers costing up to 4 times as much!

Phone local Verifax dealer (see Yellow Pages under duplicating or photocopying machines), or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N.Y.

Prices quoted are manufacturer's suggested prices and subject to change without notice

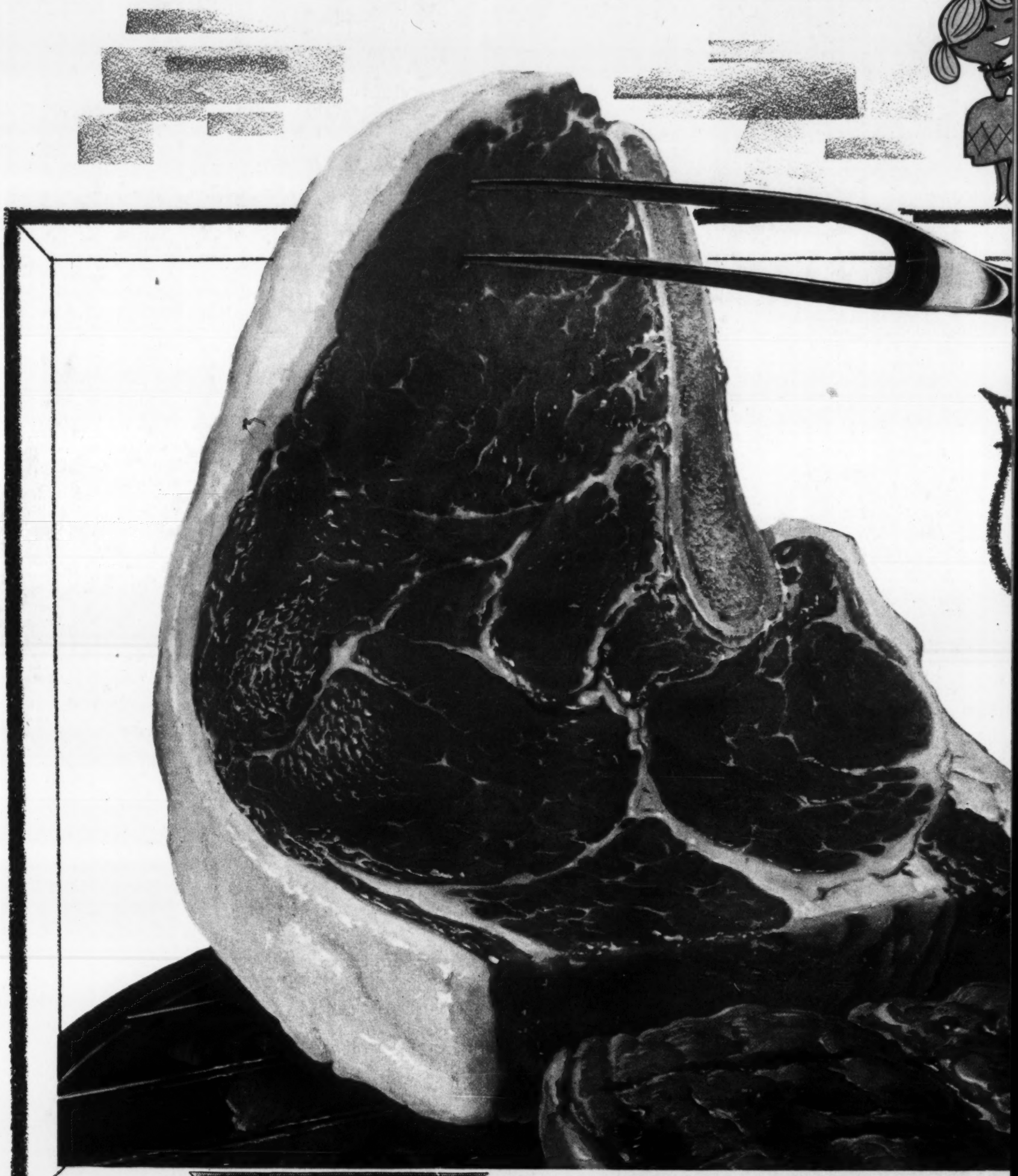


VERIFAX BANTAM COPIER
$99.50
Other models to $425

Kodak TRADEMARK

Verifax Copying DOES MORE . . . COSTS LESS . . . MISSES NOTHING

How to crack a
Big Million Market
with spectacular results...



KROGER
TENDERAY
BRAND
BEEF

This is the famous trademark that takes all the gues

The above advertisement repri

rom The Milwaukee Journal

ROP COLOR by Kroger
Pulls new customers by the thousands
Sells Tenderay Beef by the carloads

18 Color pages
All in one month
All in The Milwaukee Journal

Kroger-Krambo's campaign was a record concentration of newspaper color ads—and it really paid off! Their supermarkets in Greater Milwaukee and southeastern Wisconsin reported a spectacular increase in "Tenderay" beef sales and wonderful gains in other departments—"by far the most productive meat sales promotion in our long experience."
This is just one of many fascinating success stories on R O P COLOR in The Milwaukee Journal and other newspapers. There is no other medium today that delivers the sales impact of good R O P Color. Ask us for details.

THE MILWAUKEE JOURNAL

America's Most Colorful Newspaper

Member of

Million Market Newspapers, Inc.

New York, 529 Fifth Ave.
Chicago, 333 N. Michigan Ave.
Detroit, 438 New Center Bldg.
Los Angeles, 3540 Willshire Blvd
San Francisco, 111 Sutter St.

Riviera Sofa Bed Plans $1,000,000 Ad Expenditure

HOLLYWOOD, May 17—Riviera Convertible Sofa Bed Co. plans a $1,000,000 advertising campaign over the next 11 months in the Los Angeles area.

The budget will be invested in the four Los Angeles dailies, 50 local newspapers, all seven Los Angeles tv stations on a rotating basis, and in radio, according to David Seigel, vp of advertising.

"Our advertising budget has been the wisest investment our company has made," Mr. Seigel said, pointing out that every dollar spent is Riviera's, because as a manufacturer-retailer, no co-op ad money is available.

The company, which has 39 showrooms in California, is now establishing franchises for the convertible sofa bed in 11 western states; eventually, it will have national distribution, it was announced.

George Patton Advertising, Los Angeles, is the agency for broadcast media. Newspaper advertising is placed direct.

■ Riviera, which in six years grew from a furniture and upholstery shop to an organization which has racked up a total of $60,000,000 in sales, paid tribute to the "real value of advertising" this month with a presentation of special awards to four newspapers and four tv stations for "their vital help."

The occasion was a meeting of the Hollywood Advertising Club, at which awards were made to the *Mirror-News*, *Herald-Express*, *Examiner* and *Times*, and to KRCA, KTLA, KTTV and KCOP. An award for neighborhood newspapers was made to the California Newspaper Publishers Assn. #

McCann-Erickson Gets Kaiser Hawaii Kai Account

McCann-Erickson, San Francisco, has been appointed to direct advertising and promotion for a new $350,000,000 community development Henry J. Kaiser Industries Corp. plans to build in Honolulu. Mr. Kaiser, Fritz Burns, Los Angeles-Honolulu home builder, and Welton Becket, Los Angeles architect, who has since withdrawn from the project, joined forces last year to finance, design and build a complete new community to be known as Kaiser Hawaii Kai near Honolulu.

At that time, Mr. Kaiser announced a population goal for Hawaii Kai of 200,000, with part of the 7,000-acre site to be devoted to new industrial plants, and sources close to Mr. Kaiser indicated he might spend $1,000,000 to advertise and promote the community. Young & Rubicam handles other Kaiser advertising in the U.S., with the exception of Kaiser Engineers Division, which is handled by L. C. Cole Co., and Willys Motors, which is handled by Norman, Craig & Kummel, Chicago.

S.F. Ad Club to Elect Smith

Hugh D. Smith, west coast manager and vp of Outdoor Advertising Inc., has been nominated as 1960-61 president of the San Francisco Advertising Club. Nomination is tantamount to election. Other nominees are: A. J. McCollum, advertising manager, Pacific Gas & Electric Co., for vp; Miss Kathleen Brick, of the public relations department, Union Oil Co., as secretary, and Harry F. Borden, of Borden Printing Co., treasurer.

Directors Guild, WNTA-TV Sign Interim Contract

NTA Productions, Newark, N. J., producer of "Play of the Week," has entered an interim agreement with Directors Guild of America, in which NTA has agreed to adhere to the minimum conditions detailed in current guild agreements with the networks. After expiration of the temporary contract, Dec. 31, 1960, the guild has agreed to negotiate separate agreements with tv program syndicators and networks, which for the first time will recognize the different problems in producing syndicated shows and programs for initial network showing.

Under the interim contract between the guild and NTA, provision was made for deferred payment of re-run fees for syndicated shows which initially are broadcast more than once per week in a single market. The stipulation was made for "Play of the Week," which is shown seven times per week on WNTA-TV, Newark.

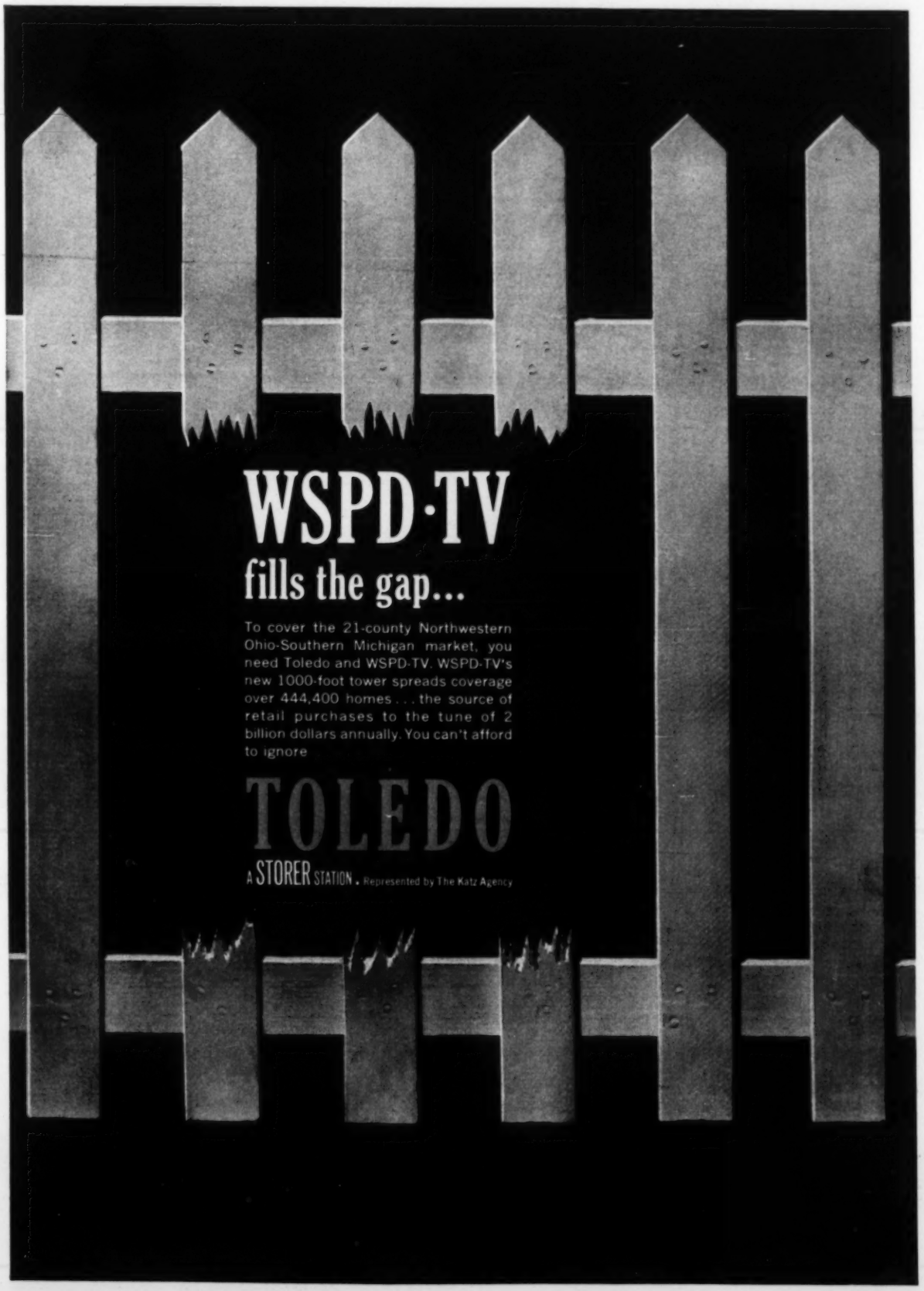
Two Clients to Ray Ellis

Ray Ellis Advertising, Chatham, N. J., has been named agency by two advertisers, Specialty Products Co., Jersey City, manufacturer of industrial oils and chemicals; and North American Equipment Corp., East Patterson, N.J., maker of Quik-Pik and Food-o-Mat, materials handling equipment for industry and supermarkets.

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA


WSPD-TV
fills the gap...
To cover the 21-county Northwestern Ohio-Southern Michigan market, you need Toledo and WSPD-TV. WSPD-TV's new 1000-foot tower spreads coverage over 444,400 homes . . . the source of retail purchases to the tune of 2 billion dollars annually. You can't afford to ignore
TOLEDO
A STORER STATION. Represented by The Katz Agency

TESTING one-six-two

Champion Spark Plugs selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Champion Spark Plugs is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

CHAMPION SPARK PLUGS

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

KOOL-TV Adopts Single Rate

KOOL-TV, Phoenix, has adopted a single rate card for national and local advertisers, with the new rates representing an increase over both the former national and local rates. On the new card, the one-time hour rate during Class AA time is $625, compared with the previous $550 for national and $462 for local advertisers. The new Class AA one-time minute or 20-second spot rate is $120, as against the former national rate of $100 and local, $98.20. The station's current advertisers will receive the usual six-month protection.

Electro-Tec Names Molesworth

Electro-Tec Corp., South Hackensack, N.J., has named Molesworth Associates, New York, to handle advertising and public relations. The company was formerly serviced by Williams & London, Newark, for advertising, and Manning Public Relations, New York, for pr.

PERFECT CIRCLE—*Perfect Circle Corp. will run this two-color, junior page ad for chrome piston rings in the May 28 issue of The Saturday Evening Post. It will be the first of seven insertions in the Post. Compton Advertising, Chicago, is the agency.*

How to fix a radio

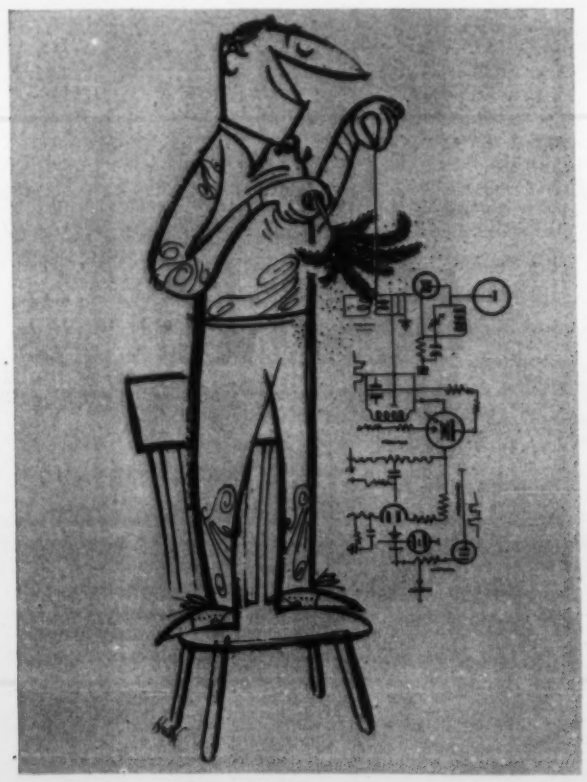
THERE'S NO SENSE in being whelmed by the little box. Take it in stride. Let's say it has been working. Suddenly it stops. No Cha Cha Cha. No at-the-sound-of-the-kazoo-it-will-be-exactly. No price of buckwheat groats on the noon news. No buzz.

Let's say you try the usual remedies: You shake it. You blow the dust off the back. You kick it a little. It ticks momentarily, hisses malevolently, and subsides. If it's a transistor, put it to your shoulder and burp it. Then put it down and skip the next paragraph.

If it's a tube set, pull the plug and get out the old tube tester. Out on loan? Pull all the tubes and take 'em to the corner drug store. If the druggist's busy, test 'em yourself. One will be doubtful. It's the one on the list priced above $3.00. (If you're in a hurry, just check your tube numbers against the price list. The most expensive tube will always test doubtful or worse, so you may as well save checking time.) Okay, pay the man $3.40, go home, put all the tubes back. (This is no place for creative placement, Put 'em back where they came from.) Plug in. No Cha Cha Cha. No at-the-sound-of-etc. No price of buckwheat groats. No buzz.

If you're a time buyer in the New York area, skip the rest of this paragraph. If you're a time buyer outside the New York area, you know an engineer at one of the stations in town; call him. Ask him to fix it. Send it over to him. Three weeks later, drop over, pick it up, dust it off, and take it to a repair shop.

(This constructive commentary reaches you through WMT, CBS radio for Eastern Iowa, mail address Cedar Rapids, whose engineering dept. doesn't fix radios but whose sales dept. and national reps—The Katz Agency—fix sales.)



'Look' Offers Supers Circulars, Ad Kits on Monthly Basis

NEW YORK, May 20—*Look* has come up with a new merchandising service for supermarkets.

Under a promotion tabbed "circular power" by the magazine individual retailers and chains may sign up on a monthly basis to receive quantities of eight-page tabloid circulars, which will include tie-in material with national ads carried by *Look*, newspaper ad mats and sample radio spot scripts.

Subscribers have a choice of two monthly promotion themes and can choose contents of the promotion piece in advance. *Look* said that the circulars are not limited to nationally advertised products, and that retailers can insert additional information on local products of their own choice. Prices of perishables, for example, can be phoned in to the magazine 48 hours in advance of delivery of circulars, *Look* added.

Cost of the service, developed by *Look* in conjunction with Venet Advertising Agency, Union, N. J., ranges from 2½¢ per circular for 5,000 circulars to "slightly over" 1¢ each for 100,000. A free in-store point of sale kit is offered with each 5,000 pieces ordered, *Look* added. #

'SEP' Adds Trade Reps

The Saturday Evening Post has appointed two trade relations representatives: John R. Hansen III, formerly with Continental Illinois Bank & Trust Co., as the magazine's representative in Chicago, and John R. Santano, formerly with Alling & Cory Co., Rochester, as the *Post's* representative in Philadelphia.

Gillette Spending $1,000,000

Gillette Safety Razor Co., Boston, reports it will put more than $1,000,000 behind a four-week 1960 Father's Day promotion, emphasizing the 195 adjustable razor set. Television, radio, Sunday comics and business papers are being used. Maxon Inc. handles the account.

Wiretyer Names Selvin

Wiretyer Corp., E. Patterson, N. J., manufacturer of automatic strapping equipment and custom engineered materials handling systems for the newspaper industry, has appointed George A. Selvin & Co., Hackensack, as its agency. Wiretyer had been placing its own advertising.

Something Missing

... like California without the Billion-Dollar Valley of the Bees

- **Actually, total effective buying income of more than $3 billion**
- **More people than each of 18 states**
- **Not covered by San Francisco and Los Angeles newspapers**

Look to inland California — the Billion-Dollar Valley of the Bees — to broaden your sales potential in the West. If you're hugging the coastline, you're missing a huge market.

And, once you get over the mountains, you're in rich territory. Make your message work by putting it in the Bees — the only newspapers that cover California's inland Valley.

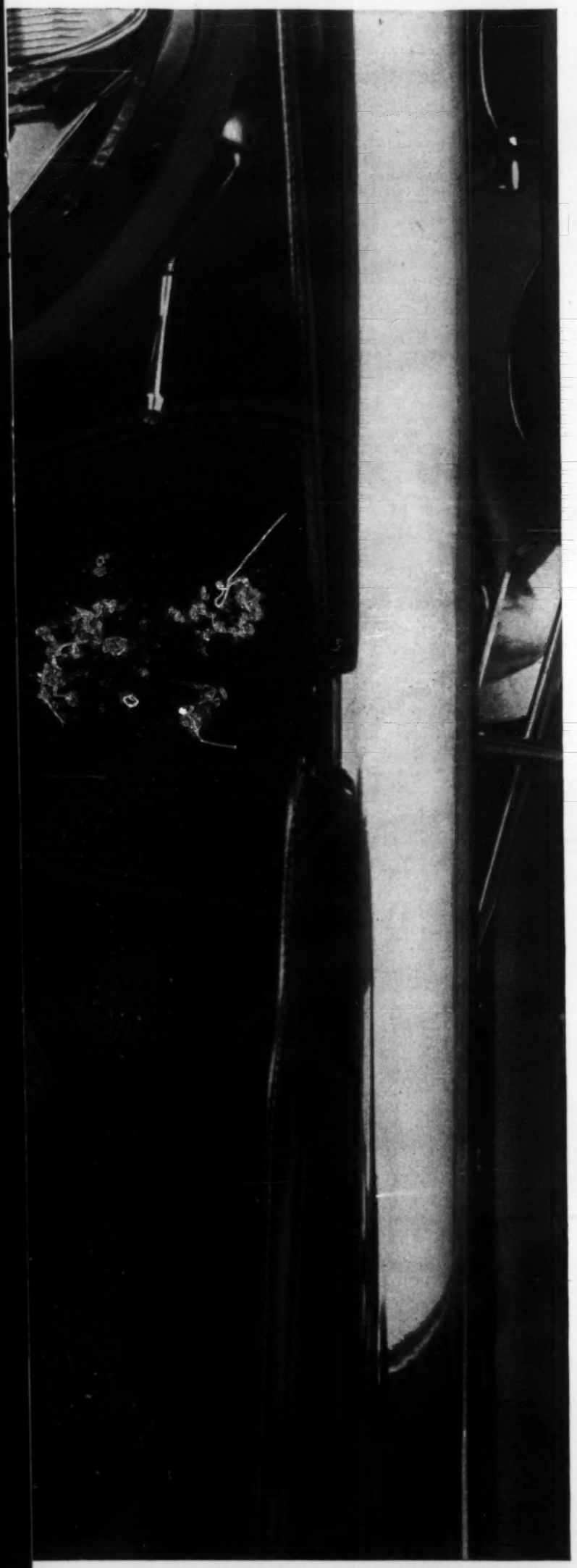
Data source: Sales Management's 1959 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency**. Check O'Mara & Ormsbee for details.

CHILTON'S MARKETING



How Chilton's M-A-P charts your **MOST PROFITABLE** sales territories

It's taken for granted that the best way to chart a salesman's territory is to start with reliable data. For years Chilton has been useful in this area. Today it offers broader and more penetrating marketing research than ever before. This is embodied in M-A-P, Chilton's Marketing Assistance Program.

Before you make any revisions in sales territories, we suggest you investigate the scope of Chilton's M-A-P. You will find professional fact-finders and the most efficient tools of research. You will have access to reservoirs of information. You will get the latest studies of buying influences; opportunities for new products; fast-moving market trends; ideas to make your sales and advertising more effective.

Chilton's 17 business publications add to the depth and breadth of M-A-P. Each has a wealth of timely facts acquired through years of experience. Chilton's standards of editorial excellence are now linked with stronger and more complete marketing tools for advertisers. A Chilton representative will be glad to give you more information. Or write for this book, which describes the program in detail.

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries Boot and Shoe Recorder • Gas • Commercial Car Journal • Motor Age • Butane-Propane News • Electronic Industries Jewelers' Circular-Keystone • Optical Journal • Hardware World • Aircraft & Missiles • Distribution Age Product Design & Development • Chilton Research Services • Business, Technical and Educational Books

ASSISTANCE PROGRAM

TOPEKA has 1 TV Station...

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

Scott Towel Insert in 'SEP' Required Lots of Ingenuity

PHILADELPHIA, May 17—Curtis Publishing Co., by the feat of inserting an actual sheet of Scott toweling in the entire 6,300,000-plus copies of the April 23 issue of *The Saturday Evening Post*, has made a revolutionary advance in magazine advertising.

This "impossible" accomplishment, following the earlier insertions of real Band-Aids and swatches of Arrow shirting in some 1,300,000 newsstand copies of the *Post*, has opened up the possibility that inserts of many other consumer products may be placed in magazine ads.

■ The Scott towel insertion was at first thought to be an impossible task by Curtis technical people, despite the successful application of a Band-Aid (June 21, 1958) and the Arrow shirt swatches (May 23, 1959). Both these insertions were a first in the magazine publishing industry. Both were accomplished by the use of a specially-designed "product attachment device" built by Curtis and installed in the Sharon Hill, Pa., plant bindery.

This mechanism employs air suction to remove the product from a feeder bin, pass it over an adhesive dispenser, and affix it to the page of the magazine as the appropriate page drops into place on the bindery assembly. Since air suction is used by the device, Curtis officials were at first stumped by the porous quality of the Scott toweling and how to prevent air "bleed" through the towel. The very quality of the absorbent puffs of the towel seemed to be an insurmountable obstacle.

Then it occured to them that toweling with a sufficient number of folds would prevent this air bleed. Thus, this problem was "solved."

■ Many other obstacles also had to be overcome. The product attachment device used for the Band-Aid and Arrow shirt insertions had to be redesigned and additional such units constructed. Scott provided 130 parent rolls (56 inches wide and 40 inches in diameter) of standard pink towel. The mill in Winslow, Me., shipped the rolls to the Kaumagraph Co. at Wilmington, Del. The company printed the rolls on one side of the web and rewound the rolls. The rolls then were turned around and printed on the other side of the web and rewound. Printed rolls were then sent to the Scott plant in Chester, where they were embossed and slitted into 13" wide rolls or "doughnuts"—four 13" wide rolls out of a 56" roll. The latter were returned to Kaumagraph, where they were put on a sheeter and sheeted to 11" size, to make a towel 13x11". This was the size before folding. Towels were folded by hand, with a force of 70 girls used for folding and inspection.

■ The toweling used in the *Post* was folded with two parallel folds and one right angle fold to about 5½x3¼" for insertion. The last fold was allowed to drop slowly as the towel was glued to the page. Gentle pressure was applied from the opposite side of the page as the towel was glued on. This required perfect synchronization of the attachment device.

Preliminary exploration of this possibility with Scott towels was started by the *Post* last September. At first *Post* technicians said it could not be done. By accident, one hit upon the idea of folding to prevent air bleed. This was tried and it worked. Early in October, Scott Paper officials were told that Curtis could handle the insert. #

American Aviation Moves

The Detroit sales office of American Aviation Publications, Washington, has moved to larger quarters at 412 Fisher Bldg. John Anderson, formerly a regional advertising manager of *Airlift* and *Air Cargo* in Chicago, has been transferred to Detroit in the same capacity.

Donnelley Boosts Geary

William W. Geary has been promoted from national general sales manager to assistant vp of sales for Reuben H. Donnelley Corp., New York. The company said it will announce Mr. Geary's successor at a later date.

Ogilvy Gets Count Four

Bristol-Myers products division, New York, has appointed Ogilvy, Benson & Mather, New York, to handle advertising for a new stomach remedy, Count Four, now in test in about six markets.

make no mistake...

there's COLOR in Salt Lake!

Over 3½ million lines of R O P color were published in 1959 by Salt Lake's two metropolitan newspapers, each paper ranking 2nd in the nation in R O P Color advertising linage!

MORNING ONLY
The Salt Lake Tribune 2nd

EVENING ONLY
The Deseret News and Telegram 2nd

This great availability of color means that you can reach and sell the colorful West — and its nearly 1½ million prosperous prospects — with greater impact than ever before. If 1½ million is a "must" market, Salt Lake is a must! And the only local medium with color is Salt Lake's two great metropolitan newspapers.

DAILY MORNING
1. Chicago Tribune
2. THE SALT LAKE TRIBUNE
3. Miami Herald
4. Los Angeles Times
5. New Orleans Times-Picayune

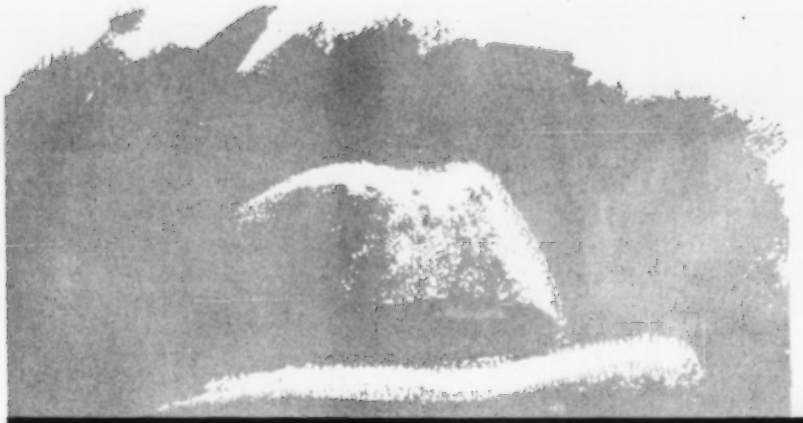
DAILY EVENING
1. Milwaukee Journal
2. SALT LAKE CITY DESERET NEWS and TELEGRAM
3. Cincinnati Post & Times-Star
4. Ft. Worth Star-Telegram
5. San Diego Tribune

The Salt Lake Tribune
(MORNING & SUNDAY)

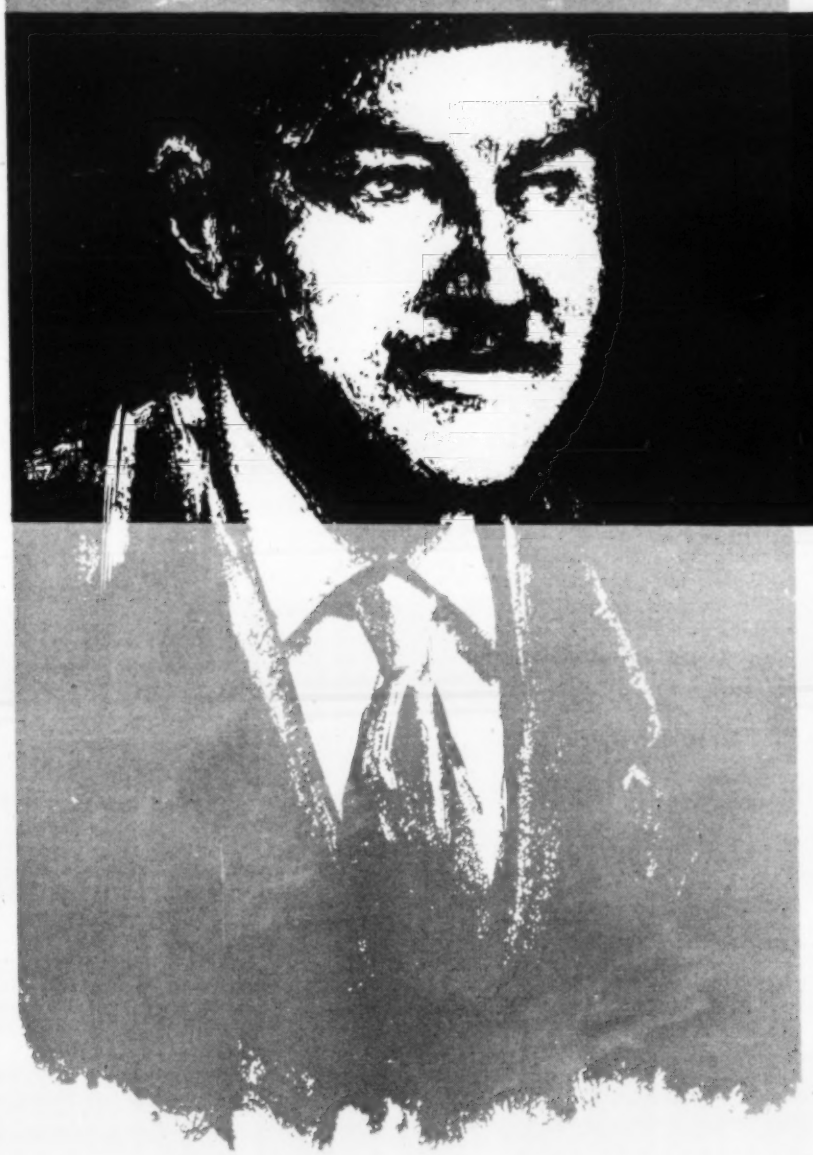
DESERET NEWS AND Salt Lake Telegram (EVENING)

Newspaper Agency Corporation NAC

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.



Master of many talents



this is George Murray

CHICAGO'S AMERICAN columnist . . . an urbane gentleman of wide interests and enormous vitality . . . distinguished by a capacity for clear thinking and incisive writing on subjects ranging from Ozark coon hunts to the conduct of America's foreign policy.

George Murray is first and foremost a reporter . . . but a reporter with a viewpoint. His philosophy (the inevitable triumph of the individual in conflict with massman) is a rich tapestry woven of such diverse threads as:

> A dogged walk of 2,000 miles from St. Louis to the briefly booming gold fields of Nevada . . . only such an Herculean effort could give him back the use of a limb seemingly, at 17, crippled for life; a muleback exploration of uncharted Central American jungles in a successful search . . . documented by stories and photos . . . for a Mayan tribe, "lost" since the time of the Conquistadores; a five-year tour of duty as a diplomat representing the U. S. government "vis a vis" the Soviet Red Army in occupied Austria.

George Murray considers himself a lifelong, dedicated newspaperman . . . seeing his other works as temporary interruptions. Among such interruptions he lists his work as author, biographer and playwright, (the brothers Shubert produced two of his comedies on Broadway); historian, (multi-volumed history of the U. S. military occupation of Austria won him a military citation and is part of the library of the National War College); and rancher, (500 acre horse and Hereford spread in his native Missouri Ozarks).

George Murray's lust for life in all its facets . . . expressed also in skiing, sailing, shooting and sports car driving . . . is the vital force which shines through his every column, making this one of the most widely read features on the Chicago scene. This is a man who is constantly "doing" . . . sometimes in a homburg, often in shirt sleeves. This is George Murray of CHICAGO'S AMERICAN.

CHICAGO'S AMERICAN

Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE INC.

Brand Names Week Had $12,000,000 of Ad Support

PHILADELPHIA, May 17—Because of the cooperation of media, stores and manufacturers, the Brand Names Foundation has been able to make 80 impacts per household during Brand Names Week, or some $12,000,000 worth of advertising, at a cost of only three-tenths of a cent per home, Henry E. Abt, president of the foundation, told the Poor Richard Club last week.

He said that during the promotion, May 1 to 8, magazines contributed $300,000 worth of space, ranging from a quarter page to full pages. Some 400 daily newspapers contributed display ads stressing Brand Names Week, the ads ranging from 600 lines to full pages.

The tv networks, plus some 1,000 radio stations, also cooperated by stressing the brand names message through this year's slogan: "Don't take a chance, take a name brand." Outdoor boards were especially heavily concentrated on the West Coast. All media, with the exception of sky writing, helped back the promotion, Mr. Abt observed. He added that approximately 90,000 manufacturers' salesmen carried point-of-purchase material to dealers.

The purpose of Brand Names Week, Mr. Abt said, is to strengthen the relationship between the manufacturer and the home and the manufacturer and the dealer. #

Hoffman to Reporting Service

Edward N. Hoffman has joined Interstate Industrial Reporting Service Inc., New York, as assistant to the president and national sales director. Mr. Hoffman from 1952 to 1958 was president of Hoffman-Manning advertising agency and more recently was executive vp of Newmark, Posner & Mitchell.

'This Week' Boosts Sprague

Following a series of top management changes at *This Week Magazine*, newspaper supplement (AA, May 2), United Newspapers Magazine Corp., New York, has appointed Wallace A. Sprague exec vp. Mr. Sprague was formerly assistant publisher of *Parade*, newspaper supplement.

'New Health Horizons' Bows

New Health Horizons, a bimonthly magazine covering the general health field, will bow on newsstands June 2. Initial press run for the book, published by Volitant Publishing Corp., New York, is 200,000 copies. No ads will be carried in the first issues. Cover price is 50¢.

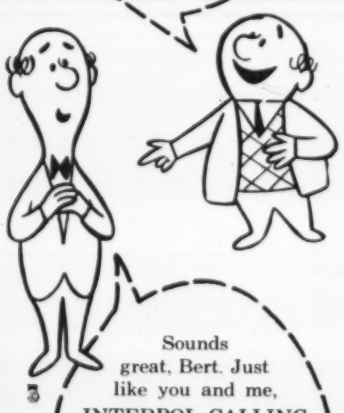
Fulton, Morrissey Adds One

International Rolling Mills Products Corp., Chicago, processor, fabricator and distributor of steel products, has appointed Fulton, Morrissey Co., Chicago, as its agency. The company formerly was a direct advertiser.

Brichta Joins Herbert Baker

Ira Brichta, former group supervisor and senior marketing executive of McCann-Erickson's Communication Affiliates Inc., has joined Herbert Baker Advertising, Chicago, as a vp.

Attention advertisers! Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.



Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.

'INTERPOL CALLING'

the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N. Y. 22 • PLaza 5-2100
ITC OF CANADA, LTD.
100 University Ave. • Toronto 1, Ont. • EMpire 2-1166

© 1960 PIEL BROS., BROOKLYN, N. Y.

where your *Sales Story* reaches the

Today, most major advertising decisions are shaped by team effort. Chances are, in the companies and agencies you want to reach, at least three, four or more executives will influence the choice of your market, medium or service.

Industrial Marketing's monthly penetration of industrial companies and agencies is a vital factor for IM advertisers. Because IM is the only publication serving the specialized interests of those concerned with selling and advertising to business and industry, most of the men who call the shots on industrial markets and media are enthusiastic IM readers.

At Ketchum, MacLeod & Grove, Inc., for example, where the placement of businesspaper advertising is a vital aspect of the agency's activities, Industrial Marketing gets close readership by key executives. Headquartered at Pittsburgh, KM&G serves major industrial advertisers such as Alcoa, Blaw-Knox, Columbia-Southern Chemical, Gulf Oil, National Supply, Scott Paper and Westinghouse Electric. Here is what four members of the KM&G decision-making team say about IM:

Selling and advertising to business and industry

INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (13 issues) $3*

Admen Teach Dallas Teens as Teachers See Media, Agencies

DALLAS, May 17—Dallas high school teachers toured advertising facilities while their classes were taught by members of the Dallas Advertising League in a teacher-tour-seminar here last week.

The program, an experiment in advertising education, was conducted for journalism and economics teachers from 25 high schools. The instructors toured the *Dallas Morning News; Dallas Times Herald;* KRLD-TV; Tracey-Locke Co.; Taylor-Norsworthy; Southwest Printing Co. and American Printing & Lithographing Co.

■ While the teachers were seeing advertising at work, their students were being taught by agency and media executives. The program was designed to tell both teachers and students of advertising's role in the pattern of American business and industry, emphasizing how it works to help bring about mass distribution and consumption.

'Hercules' Flexes Ad Muscles

Embassy Pictures Corp., New York, will spend $1,200,000 in advertising and promotion of its new motion picture, "Hercules Unchained," which will be distributed by Warner Bros. Color page ads will be used in 40 metropolitan newspapers the Sunday before its opening in each market, and in *Ebony, Life, Look, Pictorial Review, Tan* and about 30 fan, romance and adventure magazines. A total of 6,300 tv spots are scheduled, including 10-second, 20-second and minute announcements on 212 stations, beginning in late June. The campaign was handled through Allied Advertising Agency, Boston.

Creations to Fladell/Harris

Creations Sales Corp., New York, has appointed Fladell/Harris Advertising Co. to handle its advertising. The agency will run a four-week spot tv schedule in New York, with taped minute commercials on five kids' shows for the new toy, Skip-Stik. Other markets are expected to be added to the tv schedule later. There was no previous agency.

FIRST—*DX Sunray Oil Co., Tulsa, will do its first advertising in The Saturday Evening Post starting with the May 28 issue with this two-color page in midwestern region editions. Potts-Woodbury, Kansas City, Mo., is the agency.*

Decision-Making Team

R. FORREST ROSENBERGER
Vice-President
Ketchum, MacLeod & Grove, Inc.

"Every marketing and advertising plan our agency produces for its clients carries the contributions of many people. This is achieved by full utilization of our integrated services — advertising, publicity, public relations, copy, art, sales and technical literature, direct mail, TV and radio, merchandising, market research, and media. Appraising contributions of each of these specialized talents calls for broad understanding and appreciation on the part of every contributor. These characteristics are the difference between cooperation and compromise. Industrial Marketing, through its diverse editorial platform, serves up articles each month that help group members gain more sophistication in their own, as well as other specialties."

W. B. PHILLIPS
Media Director

"Industrial Marketing is one magazine that I consider must reading each month. Editorial and advertising materials are informative and helpful in media work. We route IM among all key departmental people. The pages on Advertising Volume in Business Papers are especially helpful as a guide on both individual books and the industry."

DR. DORSEY FORREST
Director of Research

"One of the major benefits of Industrial Marketing to research people is its broad coverage of marketing activities. This reminds us that research, advertising, selling, etc., do not operate in a vacuum. IM enables us to keep abreast of all parts of this necessarily integrated business operation. In addition, practically every issue carries editorial material about research. I find the annual Market Data and Directory Issue particularly valuable."

L. E. GALLAGHER, JR.
Director of Merchandising

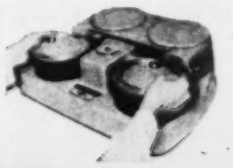
"Today's industrial client is constantly exploring new ways to sell new products in new markets, through new channels of distribution. Today's agency, through marketing and merchandising services, must offer successful solutions to meet these new challenges. Many times Industrial Marketing records this 'challenge of the new' and supplies case histories of successful solutions."

everyone gains from
FILMOTYPE

If you use repro proofs or lettering, Filmotype is for you and your clients.

The Filmotype Photo-Lettering Machine almost instantly produces very sharp, very black copy that makes you successful, your customers order-deluged. Basically, all because readers of Filmotype material read more, believe more, buy more.

Filmotype's speed, ease of operation, all-inclusive alphabet selection, numerous other money-making and saving abilities will certainly make you gain, too.



Know about the Pays-for-Itself Purchase Plan? Write for details.

FILMOTYPE AA
FILMOTYPE 7500 McCormick Blvd., Skokie, Ill.
☐ Have the Filmotype representative make an appointment in my own office for a demonstration.
☐ Send me further information about the Filmotype Photo Lettering Machine.
Name_____
Firm_____
Address_____
City_____ Zone____ State_____

2 SEPARATE NEWSPAPERS

1 LOW RATE BUYS BOTH

NOW BUY A KING SIZE MARKET

RETAIL SALES $300,765,000

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
104,020 CIRCULATION

EL PASO . . . CAPITAL CITY OF THE FABULOUS SOUTHWEST

HONES' INJUN—*Scudder Food Products, Monterey Park, Cal., is introducing Wampum Injun corn chips in 11 California markets with the two pages shown here running back to back in newspapers. The first page (Indian facing reader) is in four colors, the other in b&w. First insertions begin in Los Angeles in May, backed by tv spots. Campbell-Mithun, Hollywood, is the agency.*

Brangus Association—Mo. & Kans.
Central Missouri Polled Hereford Assn.
Flint Hills Hereford Association
Heart of Missouri Polled Hereford Assn.
Holstein-Friesian Assn. (Mo.)
Kansas Balanced Farming Winners—1958
Kansas Berkshire Hog Breeders Assn.
Kansas Guernsey Breeders Assn.
Kansas Hereford Association
Kansas Jersey Cattle Club
Kansas Livestock Association
Kansas Polled Hereford Association
Kansas Polled Shorthorn Society
Kansas Swine Imp. Testing Station
Kansas Shorthorn Breeders Association
Missouri Angus Association
Missouri Balanced Farming Winners—1958
Missouri Berkshire Hog Breeders Assn.
Missouri Hampshire Swine Breeders Assn.
Missouri Hereford Association
Missouri Polled Hereford Breeders Assn.
Mo. Poultry Imp. Project Winners—1959
Northeast Missouri Hereford Association

79% to 93% of the total membership of these leading livestock breeder associations in Missouri and Kansas are Weekly Star Farmer subscribers —verified by "nose count" matching of actual subscriber stencils

Commercial livestock raisers—your best customers—
also favor Weekly Star Farmer for their own advertising.
In the 1955-1959 period, Weekly Star Farmer carried
64.59% of ALL livestock advertising in Kansas papers—
59.07% of ALL livestock advertising in Missouri papers.

Weekly Star Farmer

PUBLISHED IN KANSAS CITY, MO.

CHICAGO 202 S. State St., WE. 9-0532
NEW YORK 21 E. 40th St., MU. 3-6161
SAN FRANCISCO 625 Market St., GA. 1-2003

Color TV Ad Has Trebled Effect over B&W, Crosley Finds

CINCINNATI, May 17—Color tv commercials more than treble the impact of b&w ads, according to a survey just completed for the Crosley Broadcasting Corp. by Burke Marketing Research.

Burke also reported that results of the three-month study show color commercials increase product recall by color viewers by two-and-a-half times over b&w viewers.

Of more than 10,000 telephone numbers reportedly dialed by interviewers, more than 6,000 persons were contacted, of whom 1,146 had watched all or part of test programs—these evenly divided between color and b&w. Names of color set owners were supplied by distributors. The study revealed:

- Twice as many people watched the color show, and watched it longer.
- Color advertising is three times as persuasive.
- Two-and-a-half times as many color viewers recalled the commercial by brand and product name.
- Three-and-a-half times as many details about the commercial were recalled as in b&w set homes.
- It was found that it takes 3,589 b&w set viewers to get the same commercial impact as 1,000 color set viewers, measured by the number of details remembered.

■ The test programs were the "Perry Como Show," "Hall of Fame" and the "Dinah Shore Show." #

Art Directors Elect Blattner

Art Directors Club of New York has elected Robert H. Blattner, art director of *Reader's Digest*, president, succeeding Garrett P. Orr, eastern art director of General Outdoor Advertising, who served as president for the past two terms. Other officers elected were Andrew K. Nelsen, J. Walter Thompson, 1st vp; Russell A. Hillier, consulting art director, 2nd vp; Bert W. Littmann, vp of Pahmer & Littmann, secretary, and Mahlon A. Cline, of Mahlon A. Cline Associates, treasurer.

Baxter Adds Two to Staff

William L. Baxter Advertising Agency, Minneapolis, has added two staff members: Rosemary Castor, formerly tv-radio director of David Inc., St. Paul, copywriter, and Marlyne Pilkington, from Bozell & Jacobs, Minneapolis, production manager.

Triumphs of an advertising decision maker

HE SELECTED HIS MARKETS BY INTEREST, NOT BY CIRCULATION

This Madison Avenue lepidopterist ignored the doubtful multitude, and concentrated on the most desirable species—readers already interested in what his client had to sell. His net: Hearst Special Interest Magazines, which winnow out the "undesirables" and capture just those readers who—by their special interest in the editorial content of the magazine—are definite prospects for the advertiser's product.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • American Druggist Bride & Home • Cosmopolitan • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating Motor • New Medical Materia • Popular Mechanics • Science Digest • Sports Afield • Town & Country

Changes in Drug Selling Mean More Advertising, Proprietary Assn. Told

(Continued from Page 3)

$123,000 today to approximately $250,000 by 1970, he said.

"You can see that this will mean vast changes in the merchandising practices of our industry," he commented.

"They're going to depend more and more on promotion and advertising than they are on the personality of the store," he said.

Proprietary items face a relatively better future than ethical prescription items, he declared, because in today's climate public acceptance is on a firmer basis than patent rights.

■ The prospect of a bigger share in an almost doubled market was dangled before the patent medicine men by Mr. Nolen. But the glow was slightly dimmed with predictions of heightened competition and disproportinate and increased advertising expenditures.

Proprietaries accounted for $700,000,000 in a drug market of $6.8 billion last year. By 1970, estimates place the drug market at a $12.5 billion level and "proprietaries will enjoy a bigger share of this volume than they do at present," he declared.

"Pharmaceutical manufacturers are moving more toward over-the-counter products, and competition in the field of proprietaries will certainly be intensified over the next few years. We will see more offered for sale and more advertising behind them," he declared.

"Families are now spending $18 a month for proprietaries. By 1970 this will rise to an estimated $24.50. Among these proprietaries we will find many more private brands than we do today. This means increased problems in facings, PMs and other merchandising methods."

■ The head of the big distribution wholesaler continued: "With rising costs for manpower, there will be less personal selling and greater reliance on advertising, displays and automatic selling in all fields of manufacture. As a result of this, merchants of the '60s will be far more promotion minded than they are today. That, you will agree, is a happy prospect."

The speaker predicted "a squeeze on margins," because price increases in the drug industry will probably be about one-half the rate of general price increases.

Among the sources of increased drug volume will be more people, with increased spendable income; new products; "a greater merchandising mix and the growing health and beauty consciousness of our better educated consumers.

"Part of this increased volume of drug stores will come from new proprietaries. These products, however, will have a shorter life. You are likely to encounter more substitution and shorter profits. And your promotion and marketing costs will rise disproportionately.

"Proprietary lines do, in my opinion, face a relatively better future than prescription items."

He reiterated an estimate often heard these days that the total advertising economy would double to $22 billion by 1970 and added: "At the same time it will be more difficult to attract attention with a good ad. With everyone shouting, no one gets heard."

■ The speaker expanded into the general retailing picture and said there will be more house-to-house selling, mail order business and greater use of rental services.

"And, unfortunately, there will be more price-cutting to build traffic. As I mentioned earlier, there will be more private brands, as chains and larger stores increase in importance."

He urged his listeners to (1) put greater emphasis on cost control, which is often more expensive than production, especially in distribution; (2) increase selling productivity by effective use of telephones, television, motion pictures and mail; (3) concentrate more on pre-selling, unit selling and group selling; (4) give closer attention to packaging in marketing plans; (5) rely less on PMs in selling, and (6) have better selection, training and supervision of sales personnel.

■ "We will have to learn to live with increased governmental regulation of our business and develop more consciousness of the legal implications of our marketing operations. It is obvious that all of us are going to give much more attention to governmental agencies and regulations," he said.

Finally, Mr. Nolen cautioned against underestimating the potency of overseas influence and markets where the "big and overriding challenge" lies. His own company was recently approached by Russians who would like to sell drugs here, he said.

George P. Larrick, U. S. commissioner of food and drugs, said careful attention will be given to three important areas in the decade ahead:

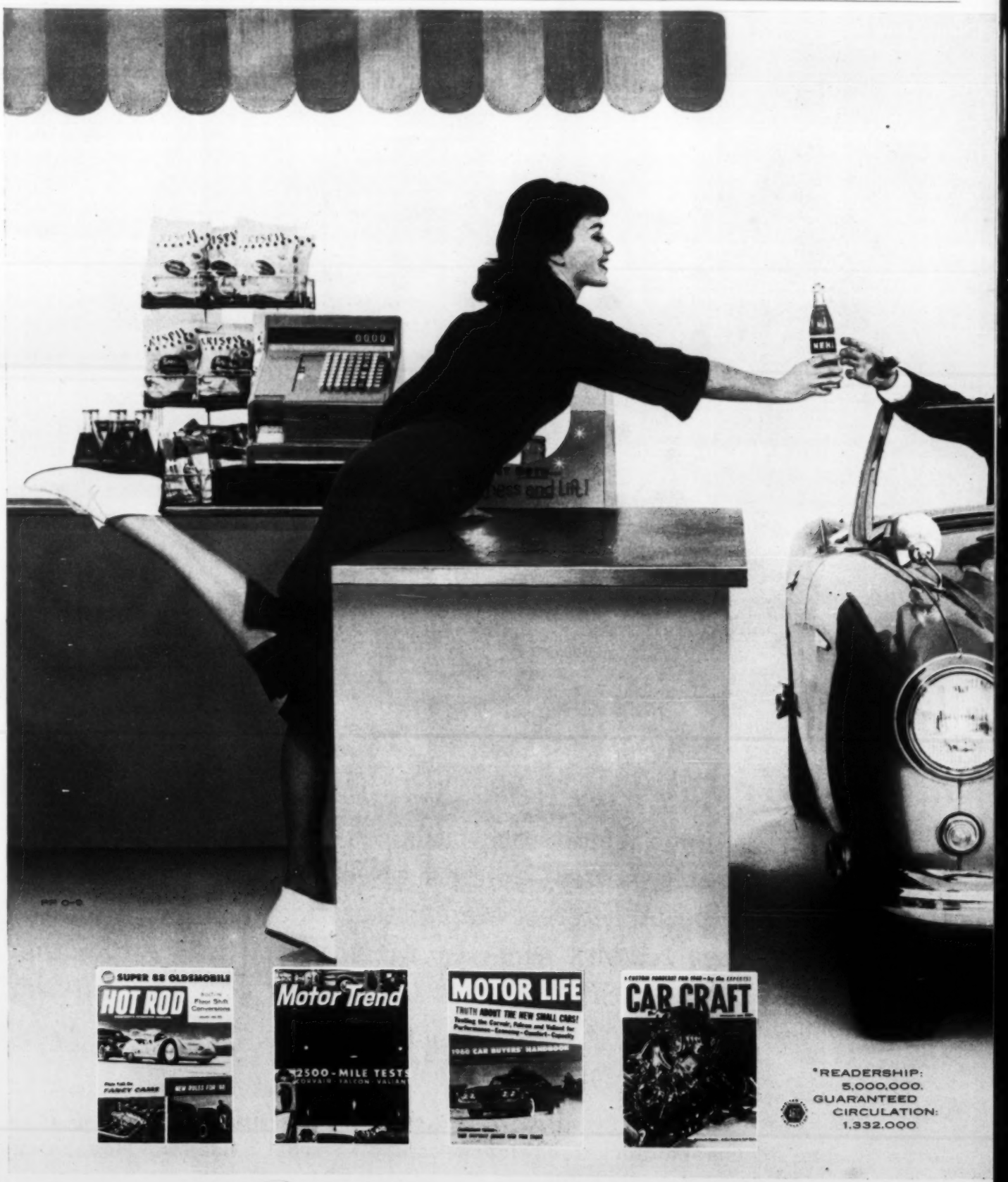
1. Excessive promotion of drugs by some companies.

2. Continued public acceptance of the drug industry "by a society that is increasingly interested in promoting public health."

3. The need for better control of drugs by both government and industry.

■ "We suggest that you need to reconsider very carefully the promotional methods employed by some of your member firms," he told a luncheon session. We still find excessive therapeutic claims made for proprietaries, and we continue to bring legal actions based on them.

We find a situation in the vitamin field that is almost out of hand. The addition of innumerable ingredients "has resulted in formulation monstrosities" which are not needed. Increasingly higher dosages are marketed "to create



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AD AGENCIES

for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.

Our 50th YEAR

REGENSTEINER CORPORATION

award-winning color/black & white lithography

Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois

New York office: 520 Fifth Avenue
OXford 7-0167

the illusion that if a product has ten times the daily requirement it must be better than competitive products with 'only' two or three times the minimum daily requirement. Some of the ingredients of nutritional supplements may be hazardous if the dosage is too high," he said.

"This over-all picture in the vitamin and nutritional supplement field certainly shows a need for significant changes across the board. We cannot accept the view that as long as no one is hurt, vitamin promotion should continue in its present form," he warned.

■ "Some of you have indicated that you would be glad to improve your practices if your competitors would likewise improve," the commissioner added, "and possibly standards will have to be established regulating vitamin preparations.

"The so-called reducing agents are yet another example of rather widespread, excessive promotion. Informed medical groups as well as individual practitioners are protesting. The legal actions we have brought have not afforded adequate improvement. Further correction is necessary."

Mr. Larrick said there are presently 23 cases pending in court against weight reducing products.

The FDA commissioner expressed regret "that your association has not found it possible to accept our view on additional drug labeling for hazardous substances.

"In all frankness the alternate proposal stated for you would limit the application of the principle we recommend to a very few drugs. This seems quite inadequate when you consider the growing number of victims of accidental poisoning from drugs.

■ "We must say that we fail to see how an industry that owes its very existence to the desire of people for better health can justify its opposition to such clarification on a broad scale. As you know, your association is the only group that has gone on record as opposing the proposed requirement that drug labeling should bear adequate warnings against accidental injury."

Mr. Larrick told the home medicine men that—like the Food & Drug Administration, "it may well be that the only way the drug industry is going to keep the confidence of the American public will be for it to live in a goldfish bowl. The theory which a number of you have held for a long time—that self discipline and voluntary compliance with the applicable laws are adequate for the vast majority of drug manufacturers—is certainly being put to the test at the start of this new decade.

■ "No doubt most of you will agree that if we fail to pass this test, the result will inevitably be a serious loss of public acceptance."

Emanuel Goren, vp and general manager of Thayer Laboratories, a division of Revlon Inc., told a meeting of small volume companies that competition has never been as demanding or as fierce as it is today.

"Consequently the availability of top quality products is essential to the survival of any drug company, and the availability of new top quality products is the only way to avoid obsolescence and attrition, which lead to certain extinction."

Close governmental and public scrutiny make it imperative that "our products be proven safe and proven effective beyond doubt," he declared.

Product research and development is the only answer, and smaller companies who "do nothing but copy, hoping to keep afloat by the activities of others and dodging as best they can such things as governmental requirements and public responsibility, can not hope to exist over the long pull," Mr. Goren said.

SALUTE TO TAVERNS—*Brown-Forman Distillers, Louisville, is using this ad in liquor trade publications in April and May (during National Tavern Month) to salute taverns and promote some of its brands. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.*

■ Three other speakers devoted the rest of this meeting to describing how small volume companies—those with fewer than 500 employes and less than $10,000,000 in sales—can conduct their own product research and development inexpensively. One speaker, Lamar Swift, exec vp of the S.S.S. Co., gave a case history of how his 134-year-old company went about changing the formulation of S.S.S. tonic, with the aid of its advertising agency, McCann-Erickson.

■ Proprietary Assn. counsel James F. Hoge told the members, "There are bills in Congress which would, if passed, mean enlarged market control by the Federal Trade Commission," and that at least 64 bills are pending in the House and Senate "which would affect your business in every way. And there is not time to catalog the innumerable proposals for further regulation which come with increasing frequency from government agencies, legislators, economic and social groups and even trade associations." #

STOP HIM

and 5,000,000* more young sports "on wheels" who shop in P.A.G. pages every month!

Flag him down with P.A.G.! The only magazine group that keeps up with him. That focuses on his car-mania. That consequently reaches more young men between 18 and 30 than any other magazine. It follows: P.A.G. is sell on wheels.

Is he worth selling? You bet. He makes his Dad look like a piker. He's crowding all competition off the track for the title of "Today's Big Spender"! He's the guy who's *gotta have* a car, a camera, clothes, hair cream, a motor boat, after shave, cigarettes—everything he sees. The trick is to catch his eye. The device? P.A.G.—*his* reading matter.

P.A.G. Reader Buying Habits (per E. Gilbert Survey): 70% smoke one or more packs of cigarettes a day. 88% purchase their own toiletries. 94% buy suits by brand name. 61% buy new cars, one of their many hobbies. Over half consume 4-15 soft drinks per week. ■ **3,750,000 soft drinks a day!**

This figure represents the buying power of P.A.G. readers in one consumer product. For more facts and figures, talk to a P.A.G. representative today.

P.A.G.— Petersen Automotive Group

Petersen Publishing Co. LOS ANGELES: 5959 Hollywood Blvd. • HOllywood 6-2111
SAN FRANCISCO: 155 Montgomery St. • EXbrook 7-5367 • ST. LOUIS: 915 Olive Street • GArfield 1-5153
NEW YORK: 17 East 48th Street • PLaza 1-6690 • CLEVELAND: 834 Schofield Building • MAin 1-1139
CHICAGO: 360 North Michigan Avenue • FRanklin 2-6067 • DETROIT: 3337 Book Building • WOodward 3-8245

TIPS ON HANSONTYPES
Solid-Copper Duplicates of Process Originals for Publication Molding

Leading color advertisers and national publications recognize the high quality of Hansontypes . . . are regular users of Hansontypes. Tips On Hansontypes gives you basic information on this fast, money-saving method of duplicating process originals. Free upon request. Write.

HANSON COMPANY
9th and Sansom Sts., Phila. 7 WAlnut 2-5567

The **PROGRESS • HANSON • PROGRESSIVE** *Group*
One of America's Most Complete Graphic Arts Organizations
Philadelphia • New York • Newark • Lancaster Wilmington • Baltimore • Washington • Richmond

WANT MORE CUSTOMERS IN DAYTON...

The things people of Dayton read about in the **DAYTON DAILY NEWS** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Sawyer-Ferguson-Walker Co.

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Weekley Scott Chesser

HOUSTON AD CLUB OFFICERS—*New officers of the Houston Advertising Club are Alec Chesser, advertising director, Houston Natural Gas Corp., president; Weldon Weekley, Weekley & Valenti, 1st vp, and Bess Scott, Gulf State Advertising Agency, 2nd vp.*

Amended Complaint Revives Stone Suit Over 'Price Is Right'

NEW YORK, May 18—Sid Stone's court battle against producers Mark Goodson and William Todman for allegedly lifting the idea for "The Price Is Right" from him moved into a new phase this week.

Mr. Stone, actor and Texaco pitchman on the early Milton Berle telecast, through his lawyer, Otis Mark Waters, asked New York supreme court to permit him to file an amended complaint to cover breach of contract.

In mid-1959 Mr. Stone was granted a summary judgment in New York supreme court against Goodson & Todman on the ground that "The Price Is Right," which the company produces for daytime and evening airing on NBC, was "substantially lifted" from a 1953 idea presented to Goodson & Todman by Mr. Stone. Later this decision was reversed by the appellate division and the reversal upheld by the court of appeals, the highest court in New York state.

■ Mr. Stone this week asked to amend his original complaint to include a second cause of action to recover damages for breach of a written contract to pay royalties for the use of "The Price Is Right" on tv.

Mr. Waters' affidavit charged that Mr. Stone, who did not realize that "The Price Is Right" had been sold to NBC for telecasting over its network, was induced by false statements to accept $1,000 in lieu of the agreed upon royalties. It was explained that the filing of the amended complaint was delayed by the earlier summary judgment and the appeals.

Mr. Stone's suit asks for payment for past, present and future use of the program. #

Robert Bragarnick Opens Marketing Consultancy

Robert Bragarnick, who resigned last summer as marketing vp of Seagram and has since been a consultant to *Life* (AA, Oct. 19, '59) will open Robert Bragarnick Inc., a marketing counseling company, in June in the new Time-Life Bldg.

Associated with him will be Everett O. Bradley, former Biow and Benton & Bowles executive, and Jackson Gouraud, who was national sales manager of Antique sales for Seagram and previously sales manager of the Pfizer veterinary sales division. The three men also are associated in Bragley Publishing Co., 41 E. 42nd St., New York, which will launch the "M Report," a weekly marketing newsletter, the first issue of which will appear June 6.

Robert Bragarnick

Public Utilities Admen Elect

Frank C. Lietz, Northern Illinois Gas Co., has been elected president of the Public Utilities Advertising Assn. Other new officers of the group include Jack A. Fleming, Canadian Western Natural Gas Co. Ltd. and Northwestern Utilities Ltd., 1st vp; James W. Lumpp, Union Electric Co., 2nd vp; Elton E. Stuenckel, South Jersey Gas Co., 3rd vp; Robert N. Robertson, Florida Power Corp., secretary, and Mean Schenck, Interstate Power Co., treasurer.

SERVICE *is more than just a word at Lake Shore*

...it's people in action, giving you the finest service available anywhere on these services you need:

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

SEeley 8-1010

LAKE SHORE ELECTROTYPE DIVISION • 1224 W. Van Buren • Chicago 7, Ill.

How to convert your best customers into your best salesmen

Satisfied customers are worth their weight in new customers. Take good care of them. Re-affirm their high regard for your product. Acknowledge their sound judgment in selecting your brand. Pay them persistent attention in print.

Do this in the ad pages of FOOD Engineering and your own customers will sell for you with a conviction your best salesmen will envy. This is a fact (see table) . . . *58 Recommended to others.* Why, that's every seventh subscriber! Project this to FE's entire 28,400 paid audience, plus its 52,000* pass-along readers. This is the power you add to your selling.

And it's self-activating. As your ads in FOOD Engineering create more and more satisfied customers, you constantly have more salesmen working for you, recommending your product to new buyers.

**McGraw-Hill Field Research, 1958-59*

CHECK THESE 1,141 AD ACTIONS BY 400 FOOD ENGINEERING SUBSCRIBERS	
193	Sent an inquiry
101	Contacted company direct
47	Wrote for samples
19	Asked for estimate
76	Called local representative
140	Talked to other management men
58	Recommended to others
93	Bought the product
116	Opened up new supply source
204	Resold on present supplier
94	Filed ad for future use
1,141	

FOOD
ENGINEERING
For Better Management in Manufacturing, Packaging and Marketing

A Chilton Publication, Chestnut and 56 Streets, Philadelphia 39, Pa.

Reserve your advance copy of this new booklet. Learn "how-much-more" seven different advertisers got from their FE campaigns . . .

FOOD Engineering, Chilton Company
Chestnut and 56 Streets, Philadelphia 39, Pa.

Please reserve my advance copy of helpful new booklet, "Action/Reaction."

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

animation inc. 736 N. Seward St. Hollywood 38 HOllywood 4-1117

McHenry Scott Cox

FRANKLIN PAPERS—*Edwin R. Cox, president of the Poor Richard Club, Philadelphia, and sales promotion manager of Atlantic Refining Co., accepts the first volume of a 40-volume set of "The Papers of Benjamin Franklin" on behalf of the club from Robert B. McHenry and Stanley A. Scott, both of Mohawk Paper Mills. The club will get a copy of each volume as it is published. It will take 15 years to complete the set. Published by Yale University Press, the book is printed on Mohawk paper.*

COLUMBUS DISPATCH SUNDAY MAGAZINE IS 4th IN THE NATION IN LINAGE*

You cannot reach the vast Columbus, Ohio market with supplement coverage without the Columbus Dispatch Sunday Magazine.

It is the only supplement in the Central Ohio area.

Get the full story from your O'Mara & Ormsbee Man . . . and request your copy of the brand new Dispatch-compiled supplement data file.

It's chock-full of media market statistics on the nation's top 50 markets!

*Media Records Figures . . . first two months of 1960, rank the leaders this way:

New York Times
Los Angeles Times
Chicago Tribune
COLUMBUS DISPATCH

THE Columbus Dispatch
Evening and Sunday
and Columbus Citizen-Journal
Morning

Allport Is Named Exec VP of ANA

NEW YORK, May 18—Peter W. Allport, who will be 40 July 28, today became the nominal head of the Assn. of National Advertisers, with the announcement of his promotion from vp and secretary to exec vp, a new post. The ANA has been without a president since the death of Paul B. West May 5.

Peter Allport

There was speculation here on whether Mr. Allport would, in time, be named to succeed Mr. West. The announcement of his new appointment said that "a special committee of the ANA board and the advisory committee of former chairmen will be appointed to give further consideration to the future administration of the ANA."

Mr. Allport, who was graduated from Brown University in 1941, served with the Navy during World War II and worked at Erwin, Wasey & Co. before joining the ANA in 1945 as editor of its news publications. He was named director of press relations in 1947 and secretary in 1951. In 1958, after three years as assistant to the president, he became a vp with administrative responsibilities. #

Robbins to M. Lowenstein

Harvey A. Robbins, formerly a vp of North Advertising, has joined the Wamsutta and Pacific Mills domestics divisions of M. Lowenstein & Sons, New York, as vp. He will be in charge of the merchandising of sheets, towels and baby products of Wamsutta and Pacific, succeeding James Moran, who has resigned.

Borden Promotes Two

Borden Chemical Co., New York, a division of the Borden Co., has promoted Martin F. Cody to the position of merchandising manager for consumer products. He is succeeded as assistant merchandising manager by W. E. Boyles Jr., who joined the company last year.

McClure Joins Katz

Eugene E. McClure, previously national sales manager at KCRG-TV, Cedar Rapids, has joined the tv sales staff in the Chicago office of Katz Agency, media representative.

THE YOUNG MARRIEDS

Your buyers—our readers

As their families, incomes and desires grow, young marrieds buy more and more and more. They're your best customers. And more of them read TV GUIDE than any other magazine! More young married women read it than Ladies' Home Journal, McCall's, Good Housekeeping (Starch 1960 Consumer Magazine Report). RCA Victor, Plymouth, Tampax, Noxzema, Dinner-Redy and Nabisco are among the major advertisers who are turning this fact to their profit.

TV GUIDE

Best-selling weekly magazine in America . . . circulation over 7,250,000

People looking for ideas the

Better Homes and Gardens..

NOW 5,000,000 COPIES MONTHLY

look to family IDEA magazine

Ideas everywhere you look in BH&G...the kind of ideas that turn into sales!

It may be a living room filled with picture-ideas on how to live big in small space. It could be an article on outdoor living for any house. Or a feature on casserole cookery or a happy destination for a family vacation or training the family pooch.

Whatever its subject, every article in Better Homes and Gardens asks this single-minded question and gives a single-minded answer: "*Do you want to live better? Here's how!*"

Each month almost sixteen million men and women look to Better Homes and Gardens for ideas about how to live better. During the year, a third of America—the family-centered, top-spending third—turns to BH&G for the kind of ideas they can turn into action. And it's hard to find a better advertising climate for the myriad products an idea-hungry family can use!

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans

. . . where America shops for ideas that make sales

TRENTON TOPS THE DELAWARE VALLEY

Trenton, 30 miles above Philadelphia, spends more per household "filling 'er up" than any other DelVal city.

AND THE "TIMES" IS TOPS IN TRENTON!

This premium-grade audience is yours when you advertise in the Trenton Times. The Times covers 73% of metropolitan area households, 96% of city zone. That's nearly 10 times the Trenton coverage of the stronger Philadelphia paper.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

Hot Fedders Dealers Can Win Trips to Paris, Israel, Bahamas—When It Gets Cool in Fall

NEW YORK, May 17—Be a Fedders dealer and see the world.

Fedders Corp., which calls itself the world's largest manufacturer of room air conditioners, will send hot-selling dealers on trips to the Bahama Islands, Paris and Israel this year.

This is the 10th consecutive year that Fedders has run this dealer-incentive program. It started out in 1951, with 92 people going to Bermuda. Last year some 3,800 persons—dealers and their families—were sent to Acapulco, and another 600 went to Italy.

This year Fedders expects to foot the bill for 4,000 people, who will stay eight days on Grand Bahama Island; 1,000 more who stay nine days in Paris and another 1,000, who will spend 13 days touring Israel.

■ Dealers qualify for the trip by topping a specified quota. The more air conditioners sold, the more people the winner can take from his family or the longer distance he may travel. For example, those going to Israel this year will have to sell considerably more than those qualifying for the Bahamas jaunt.

All three trips are scheduled for the fall—after the air conditioning season is over. The two transatlantic trips will be via chartered jet. #

Burnett Will Train Promising Canadian Tyros in Chicago

TORONTO, May 17—Leo Burnett Co. of Canada is initiating a novel training program to offset "the great shortage of competent young Canadian advertising men."

Eldon M. Sinclair, Burnett's president here, told ADVERTISING AGE exclusively last week that the agency will start sending promising young college graduates to Burnett headquarters in Chicago for a training period of between two and three years, after which they will be posted in Burnett offices in Toronto or Montreal.

"U. S. agencies here," explained Mr. Sinclair, "are in an awkward position. Most have only a few accounts, but those accounts are big ones. And it is impossible to find seasoned young men to staff them. There are numerous bright young Canadians who want to get into the agency business, but the way things stand we cannot afford the time or money to train them.

"As a result, we are going to hire young college graduates, or men with some business training, and send them in pairs to Chicago. We may send four or six or eight this year; we're going to see how it goes." =

F&S&R Forms Farm Council

Fuller & Smith & Ross, New York, has formed a farm council, composed of personnel from five of its offices, to provide information for clients and agency executives concerned with the farm field. Members include Harold Hayes of Chicago, chairman; Frank McKibben of Los Angeles; Chuck Day of Cleveland; Harold Bates of New York; Stanley Schlenther of Fort Worth-Dallas, and Louis Reid of Pittsburgh.

Hall Joins Fairchild

John Hall, formerly an account executive with Boland Associates, San Francisco, servicing Fairchild Semiconductor Corp., Mountain View, Cal., has joined Fairchild as advertising department manager, a new post. The company is a subsidiary of Fairchild Camera & Instrument Corp., Syosset, N. Y.

'Sports Cars' Gets Richer

Robert E. Richer, formerly a branch manager and account exec with Adam Young Inc., New York, has been named national ad manager of *Sports Cars Illustrated*, New York. He succeeds Arne Gittleman, who resigned to join *The New Yorker* (AA, April 25).

Marschalk Moves Weiss

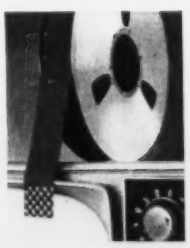
McCann-Marschalk has transferred Melvin Weiss from its Cleveland office to New York. He will supervise the agency's Sabena airlines, Upjohn Co. and other accounts.

Trimpin Joins Conte

Jack D. Trimpin, formerly with Federal Electric Corp., has joined Conte Advertising, Ridgewood, N. J., as general manager, a new post.

VIDEO TAPE IN ACTION: SEE WALTER SLEZAK IN "THE WOMAN IN WHITE," MAY 23, NBC-TV, 10-11 PM—EST

Joseph Welch hosts "The Dow Hour of Great Mysteries" on "SCOTCH" BRAND Live Action Video Tape



A most intriguing series of TV specials—"The Dow Hour of Great Mysteries"—premiered this spring. Its stars are drawn from the top names on Broadway and in Hollywood, their talents showcased by the modern miracle of "SCOTCH" BRAND Video Tape.

Use of video tape normally results in lower production costs, more flexible schedules, production possibilities limited only by the imagination of the user. Shooting time is kept at a minimum; "fluffs" can be eliminated.

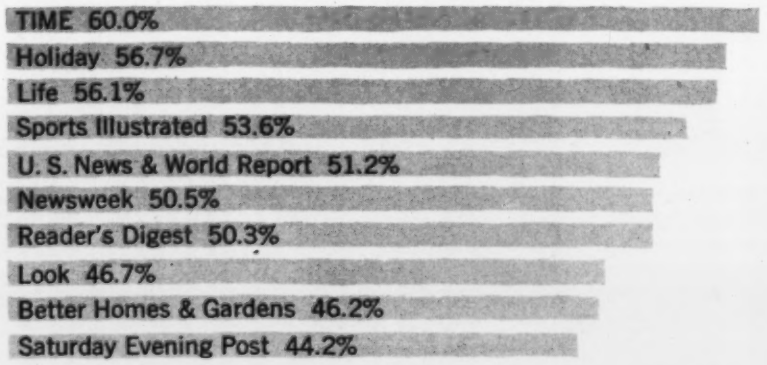
"SCOTCH" BRAND Video Tape, like audible range and instrumentation tapes, was pioneered by 3M research—the kind of research that keeps 3M magnetic products first in proven quality for professional use.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

"Scotch" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York; Canada: London, Ontario. ©1960 3M Co.

CONCENTRATION AND COVERAGE

CONCENTRATION IN HIGH DISPOSABLE INCOME COUNTIES



All percentages computed from these sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

TIME takes you where the money is...into the homes with real and lasting buying power. **Item: In the 100 U.S. counties with the highest disposable income in America, TIME concentrates a greater percentage of its circulation than does any other magazine of half million or more circulation.** Moral: TIME offers you concentration and coverage where it counts.

THAT'S

TIME

Florida Again Is Top Ad Spender for Travel, Development

MILWAUKEE, May 17—Florida again appears to be the biggest spender among the states in attracting industry and tourism, according to latest compilations by W. H. Long, advertising consultant.

In his "Development Advertising Reports," the third edition of the report on states' promotional expenditures published since 1957, Mr. Long reports that Florida spent $1,031,804 on advertising and promotion for tourist travel in the fiscal year ended June 30. This was a decrease of $40,000 under the previous year's figure. An additional $286,000 was spent for industrial development promotion.

The report includes only expenditures of state-operated groups, and does not list spending of private state or local travel organizations, such as the All-Year Club of Southern California.

Because of variations in the way states operate their promotional activities (annual vs. biennial budgets, departmentalized vs. combined budgets, etc.) the book does not make direct comparisons of the state budgets. However, Kentucky appears to be the second largest spender for travel and tourist promotion, spending $350,000 during the current year. Virginia apparently is runner-up among states seeking industrial development, spending $153,600 on this activity. These figures represent advertising-promotion-public relations spending, rather than the entire division budget.

Florida has been far and away the biggest spender in all three of Mr. Long's reports. But strong competition from the newest state, Hawaii, may be in the offing.

Hawaii Visitors Bureau is seeking legislative approval for an allocation of between $592,000 and $1,002,000 for tourist travel advertising and promotion for the fiscal year beginning July 1.

■ Detailed reports on promotional activities, personnel, media used and agencies are contained on each state in the 76-page book. Only one state—Ohio—reported that it did no promotional activity last year.

The report is available from Mr. Long, 5347 N. Santa Monica Blvd., Milwaukee, for $15 each (five or more copies, $12 each). #

Martin & Tuttle Adds One

Martin & Tuttle Advertising, Los Angeles, has been named to direct a combined promotion and advertising program for Plasti-Con Pipe Co., Auburn, Cal., developer of a new concrete-encased plastic conduit and a jointless sewer pipe.

Cash to Doyle Dane Bernbach

Doyle Dane Bernbach Inc., Los Angeles, has added Walter C. Cash to its account staff. Mr. Cash has been directing advertising for the Fluor Corp., Los Angeles, for the past two years. Previously, he was with the Los Angeles office of Foote, Cone & Belding.

Norton Joins Adams Agency

Samuel P. Norton, formerly advertising supervisor, dealer relations, New Holland Machine Co. division of Sperry Rand Corp., New Holland, Pa., has joined Adams Associates, York, Pa., as a copywriter.

Hodges, Gunn Elected VPs

Two executives of Liller, Neal, Battle & Lindsey—Richard E. Hodges Jr., Atlanta, director of public relations and account executive, and Richard E. Gunn, Richmond, Va., senior art supervisor—have been elected vps of the agency.

ABC Radio Adds Sponsors; Two Back CBS Series

ABC Radio, New York, reported three new orders on "Breakfast Club" during April. They were placed by Union Carbide Chemicals Co. (J. M. Mathes Inc.), Curtis Circulation Co. (BBDO), and McCall Corp. (Donahue & Coe); the latter two also bought news shows. Other new business included: Burma-Vita Co. (Bozell & Jacobs), Frigikar Corp. (placed direct), R.T. French Co. (J. Walter Thompson Co.), and Suburban Gas (Mulle, Breen & Waldie), for various news programs; Bankers Life & Casualty Co. (Phillips & Cherbo) for "Here's Hemingway"; Chrysler Corp. (Leo Burnett Co.) for various news and sports programs; Pontiac Motor division of General Motors Corp. (MacManus, John & Adams) for Notre Dame football.

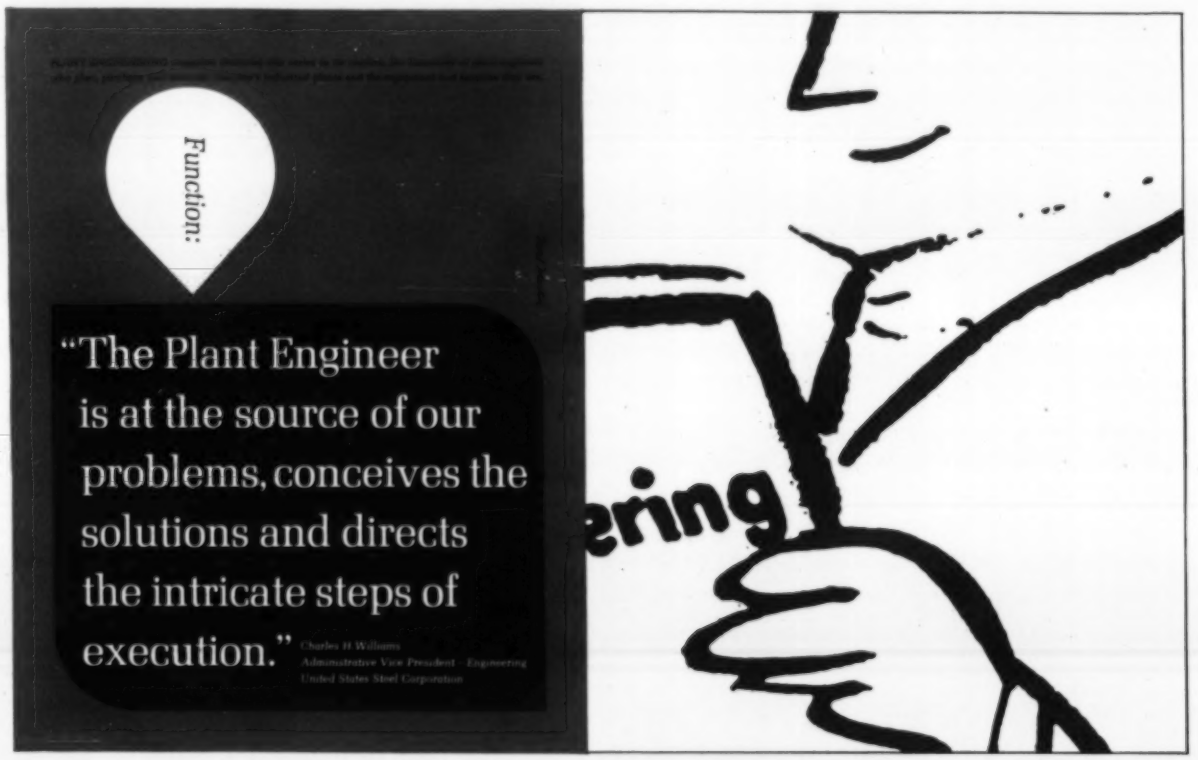
At CBS Radio, the AP Parts Corp. (Gray & Rogers) has signed as sponsor of "Behind the News with Walter Cronkite," a five-minute news analysis show presented Sundays at 7 p.m., EDT. Liggett & Myers Co. (McCann-Erickson) will be co-sponsor of another CBS show, "Camerer on Sports," a five-minute feature of up-to-the-minute sports results with Dave Camerer. Liggett & Myers will advertise Chesterfields on the show, to be presented five times each on Saturday and Sunday.

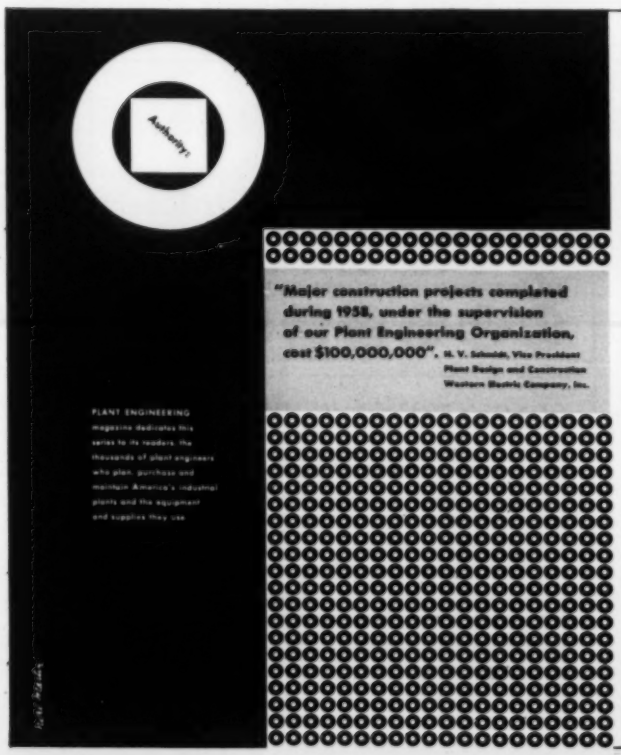
Harrison Joins Atlas

Jerome B. Harrison has joined Atlas Advertising, New York, as an account executive. He formerly was an account executive at McCann-Erickson.

McCulloch Names Lawlor

McCulloch Marianas, subsidiary of McCulloch Motors Corp., Los Angeles, has named Jack Lawlor Advertising, Los Angeles, as its agency.


Function:
"The Plant Engineer is at the source of our problems, conceives the solutions and directs the intricate steps of execution."
Charles H Williams
Administrative Vice President - Engineering
United States Steel Corporation
ering


Authority
"Major construction projects completed during 1958, under the supervision of our Plant Engineering Organization, cost $100,000,000". H. V. Schmidt, Vice President Plant Design and Construction Western Electric Company, Inc.
PLANT ENGINEERING

Buxton Joins Four A's

Buxton Advertising Agency, Pasadena, has joined the American Assn. of Advertising Agencies, bringing the Four A's' membership to 344.

Charles J. Charney Adds One

Gruner & Co., Israeli manufacturer of AGU rainwear, has appointed Charles J. Charney & Co., New York, to handle its advertising.

Federal Pacific Names D&C

Federal Pacific Electric Co., Newark, manufacturer of electrical control, distribution and power apparatus, has named Daniel & Charles, New York, to handle its advertising, effective July 1. The account, estimated to bill $400,000, was formerly handled by Hicks & Greist.

Henry J. Kaufman Adds One

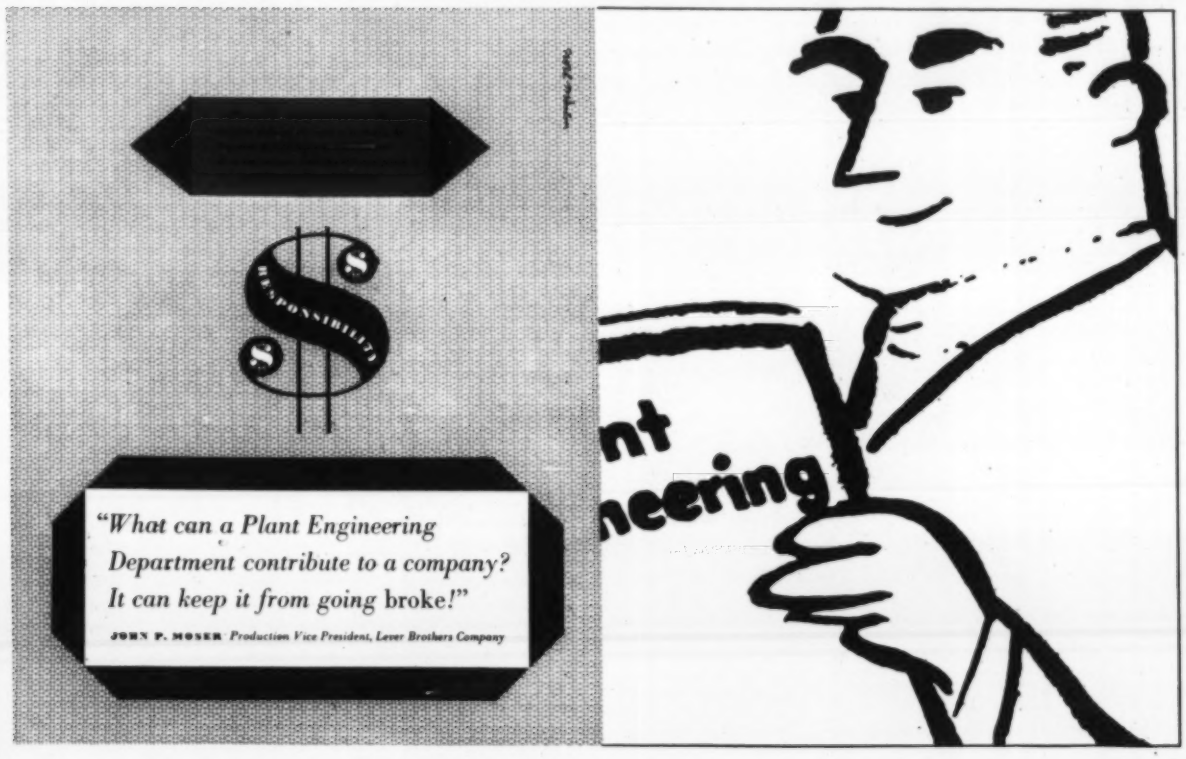
National Assn., Men's & Boys' Apparel Clubs Inc. (NAMBAC), Washington, an association of traveling salesmen primarily in the men's and boys' clothing fields, has appointed Henry J. Kaufman & Associates, Washington, to handle a three-year promotional program.

Franken Joins Gustave

Erwin S. Franken, vp and partner of the Rockmore Co., has been appointed vp and general manager of Gustave Inc., slipper manufacturer with offices in New York and the Virgin Islands, and a former Rockmore account.

Deitesfeld to Open L.A. Office

Donald Deitesfeld, president of Deitesfeld & Co., has established a home office in the Greenshield Life Bldg., Boulder, Colo. The agency now has branch offices in Denver, Colo. and Columbus, O., and a third will be opened in Los Angeles soon.


RESPONSIBILITY
"What can a Plant Engineering Department contribute to a company? It can keep it from going broke!"
JOHN P. MOSER Production Vice President, Lever Brothers Company
nt
neering

☆☆☆ Jaka Ham Offers You a Chance to ☆☆☆

WIN Two of 10
PAN AMERICAN
Trips to the Rome Olympics

WIN A TRIP—*Jaka Ham Co. of Denmark will run this newspaper contest ad from May 26 through July 9 in key markets across the country, backed up by radio and tv spots and point of sale material. Kastor, Hilton, Chesley, Clifford & Atherton, New York, is the agency.*

Hartnett to Hicks & Greist

Edward F. Hartnett Jr., formerly with Brown & Butcher, has joined Hicks & Greist, New York, as an assistant account executive.

Bill Bros. Boosts Browne

Morgan Browne, market planning director of Bill Bros. Publications, New York, has been named vp.

Every time you pick up a magazine you will remember...

THE VIEW FROM THE FORTIETH FLOOR

THEODORE H. WHITE

The gripping story of a toppling magazine empire . . . and of one man who learned the responsibilities that power must carry . . .

VANCE PACKARD: "Powerful, absorbing. He has dissected magnificently the commercial factors that brought the collapse of a once-great institution."

HUGH MacLENNAN: "His story-telling powers are stupendous. I can't see how anyone could put it down once he had begun it."

DAVID SCHOENBRUN: "Superb. Maintains interest and enjoyment at a peak throughout."

NATHANIEL BENCHLEY: "It moves toward a really sharp and satisfying climax. An impressive achievement."

At all bookstores, $4.95

A LITERARY GUILD SELECTION

WILLIAM SLOANE ASSOCIATES

Canada Dry Sets 'Post' Push

Canada Dry Corp., New York, will run its first national advertising for soft drinks in cans in a series of color insertions in *The Saturday Evening Post*, starting with the June 25 issue. The product gained national distribution this spring, and has been advertised in newspapers and other local media. J. M. Mathes Inc., New York, is the agency.

WESTERN HORSEMAN
149 Advertising Agencies Placed 187 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

the facts prove that

MUNCIE'S

a Money-Making Market

FIVE COUNTY TOTAL

Population	260,100*
Families	75,020*
Total Income	$404,664,000*
The MUNCIE STAR	29,017**
MUNCIE EVENING PRESS	20,248**
THE SUNDAY STAR	31,449**

*SRDS, October 15, 1959
**ABC Report, March 31, 1959

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

New Bell Service Puts Yellow Pages on National Basis

Only National Ads to Be Commissionable; Ads Limited to Quarter Page

NEW YORK, May 17—Bell Telephone System yesterday unveiled its new National Yellow Pages Service, which allows advertisers to buy space in more than 4,000 system directories under a one-contract, single billing arrangement.

The service, reported exclusively in ADVERTISING AGE two weeks ago (AA, May 2), also makes Yellow Pages ads commissionable to agencies for the first time. Commissions, however, are allowed only on national ads, which under the new setup may vary up to a quarter-page unit in size.

According to Lee J. Jordan, general directory manager of New York Telephone Co., the quarter-page limit was set to "avoid dominance" by a single advertiser.

GOING NATIONAL—*To introduce its new National Yellow Pages Service, American Telephone & Telegraph Co. has scheduled b&w spreads, like this one, in business papers. Cunningham & Walsh is the agency.*

"The success of the Yellow Pages has been principally the success of the small business man," Mr. Jordan told AA. "We want to limit dominance by any one advertiser; Yellow Pages has been a small business man's medium, and we'd like to keep it that way—we want everybody in it."

■ Mr. Jordan said introduction of the national service is part of a long-range plan to improve customer service and develop additional revenue for American Telephone & Telegraph Co. and its subsidiaries. In its annual report last year, AT&T listed "miscellaneous revenue, principally from directory advertising," at $360,590,000 for 1958.

In its announcement yesterday the company noted that under the previous arrangement, advertisers and agencies using directories were required to negotiate contracts with individual Yellow Pages sales offices, numbering more than 4,000 across the country.

The new plan, however, enables advertisers to place ads in directories covering any part of Bell System's total 90,000,000 circulation with one order.

Rate for a quarter-page unit in the entire directory list will be about $1,200,000, the company said. Also, advertisers using the national service will be offered marketing data, promotional assistance, merchandising aid and local tie-in support for their national ads.

■ The presentation yesterday—a dramatization using "live" actors—was conducted before an audience of about 250 admen. Following its New York run—sponsored by New York Telephone Co. and its directory sales representative, Reuben H. Donnelley Corp.—the show is scheduled to go on the road, with presentations scheduled in Chicago, Boston, Cleveland, Detroit, Los Angeles and other major cities. Film versions will be shown elsewhere.

In addition, AT&T has scheduled a series of b&w spreads boosting the service. These are scheduled in ADVERTISING AGE, *Business Week, Dun's Review & Modern Industry, Fortune, Harvard Business Review, Industrial Marketing, Media/scope, Nation's Business, Printers' Ink, Sales Management* and the national edition of the *Wall Street Journal*. The campaign, via Cunningham & Walsh, will break May 27 and run through July. A teaser campaign ran in the same media in April.

NORTHWESTERN BELL DROPS COMMISSION

OMAHA, May 17—For several years, Northwestern Bell Telephone Co. has offered an agency commission on local advertising in the telephone directory Yellow Pages, as well as nationally inserted advertising, such as trademarks and trade names.

After careful consideration of practices followed by newspapers and other telephone companies, Northwestern Bell now has decided to terminate this commission arrangement so far as local advertising is concerned. The company will continue to apply the agency commission on national advertising.

Reasons for the step, as listed by the company:

1. Commission payments, never contemplated originally, had grown to fairly substantial proportions.

2. Northwestern Bell found that, in most cases, local development was not stimulated by agencies. Many times, Yellow Page advertising was sold or suggested by representatives of the telephone company, and the client placed the order through an agency as a matter of convenience.

3. Handling of agency insertion orders and the necessary processing proved to be an extra expense. The telephone company felt that it was ready and able to service these accounts direct.

■ Northwestern Bell began interviewing agencies in Minnesota and other areas in which it operates in April, 1959, to discuss the new policy, and payment of commissions has been gradually eliminated since then, with final cut-off set for June, 1961.

In the future, if a client wishes to have an agency handle the account as a matter of convenience, the telephone company will not object, but no commission will be paid. In this case, the agency must bill the client directly for its services, said Northwestern Bell. #

International Telemeter Signs Pay-TV Music Contract

International Telemeter Corp., New York pay tv division of Paramount Pictures Corp., has signed a precedent-setting contract for pay tv with the American Federation of Musicians for the production of Gian Carlo Menotti's opera, "The Consul," in which 28 musicians are being paid $60 per session, which includes three hours of recording and no more than 30 minutes of completed music score. Each musician is given a 5% pension welfare contribution.

Under terms of the contract, International Telemeter has agreed to negotiate a two-year collective bargaining agreement for employment of musicians in all of its productions. It has agreed to use only live music in all of its pay tv productions. In addition, only U. S. and Canadian musicians will be employed, except where taping or filming is done outside of those countries.

Hoag & Provandie Adds One

J. A. Wright & Co., Keene, N. H., silver cleaner manufacturer, has appointed Hoag & Provandie, Boston, to handle its advertising. Charles W. Hoyt Co. previously handled the account.

WE SALUTE!

The flag and the republic for which it stands.

Each year at Decoration Day we, who live in freedom, salute those things we wish to honor. And with our salute goes a promise of loyal support.

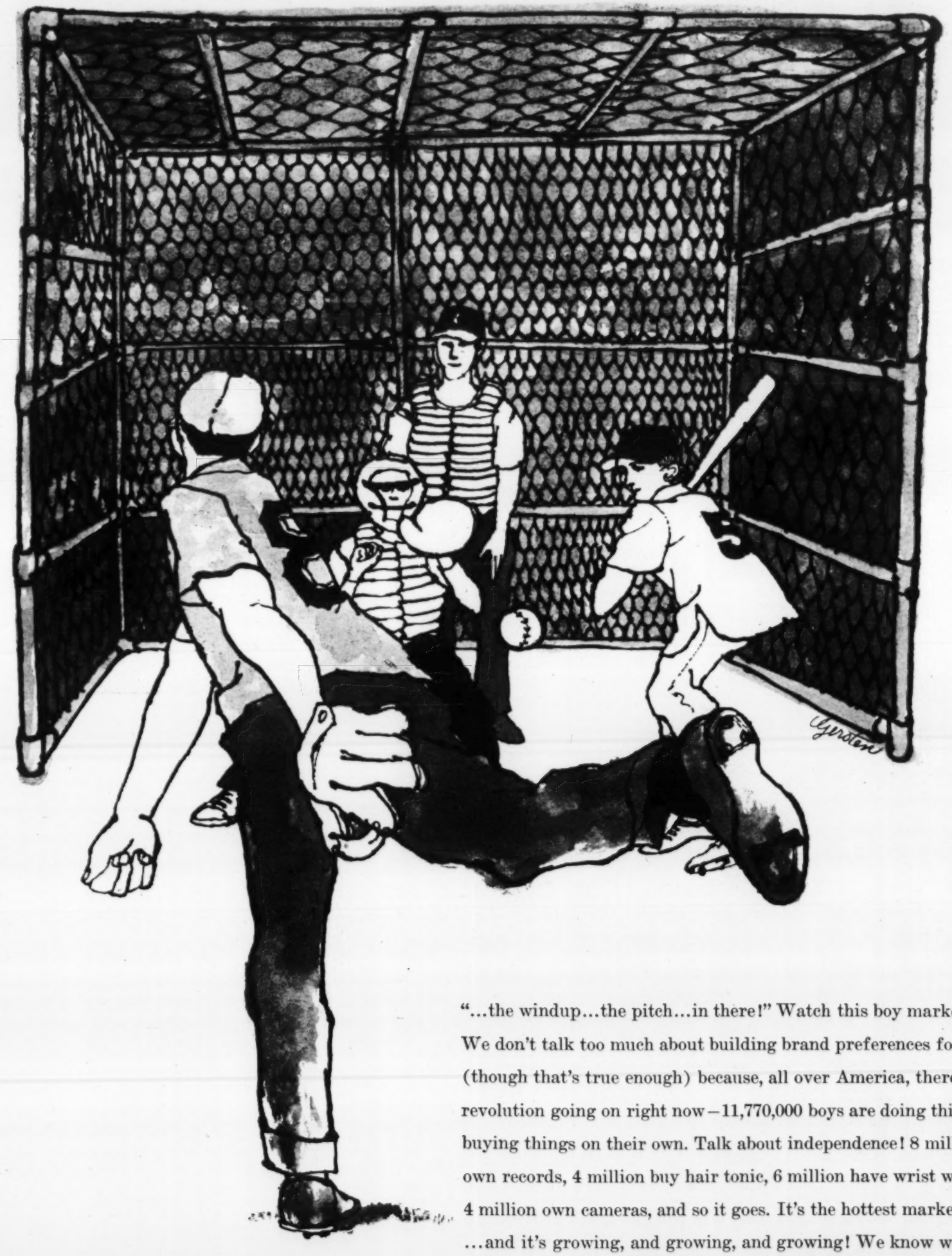
We'd like you to know we feel there should be dedication in business, too. It is our firm belief we owe you our best efforts in providing you the finest engravings so you can secure the perfection which is so important in your printed messages. So, may we salute you as we assure you our full loyalty in caring for your requirements, day or night. Your call will be our command: SUperior 7-7070.

CALL NIGHT OR DAY

SUPERIOR ENGRAVING CO.

215 West Superior St. Chicago 10, Ill.

Chicago's Foremost Photoengraving and Offset Platemaking Plant.



"...the windup...the pitch...in there!" Watch this boy market, it's hot. We don't talk too much about building brand preferences for future sales (though that's true enough) because, all over America, there's a retail revolution going on right now—11,770,000 boys are doing things and buying things on their own. Talk about independence! 8 million of them own records, 4 million buy hair tonic, 6 million have wrist watches, 4 million own cameras, and so it goes. It's the hottest market for new sales ...and it's growing, and growing, and growing! We know we score all the way because there isn't one magazine (adult, youth, you name it!) that's read by as many boys and as many of the more gregarious and (yes) influential boys as Boys' Life. See the proof in our new Comparison Study of the Male Youth Audiences of Seven Magazines.

BOYS' LIFE TWO MILLION net paid

IT'S BASEBALL TIME

Attention

RADIO **T-V STATIONS**

Advertising Agencies **Chamber of Commerce Members**

If you are interested in your hometown baseball team, whether you are in a one horse town or the big city, we can help you with added revenue—increase sales for your client—boost baseball in your area. Write today for information on "Score." The new copyrighted baseball game sheets that are played in conjunction with a live local game. It will mean $$$$$ for you.

PROMOTION TIME U.S.A.
901 East 8th Ave.
Denver 18 Colorado
AComa 2-7539

PLEASE SEND PARTICULARS

MR. _____ TITLE _____

FIRM _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____

Gafford Named API Director

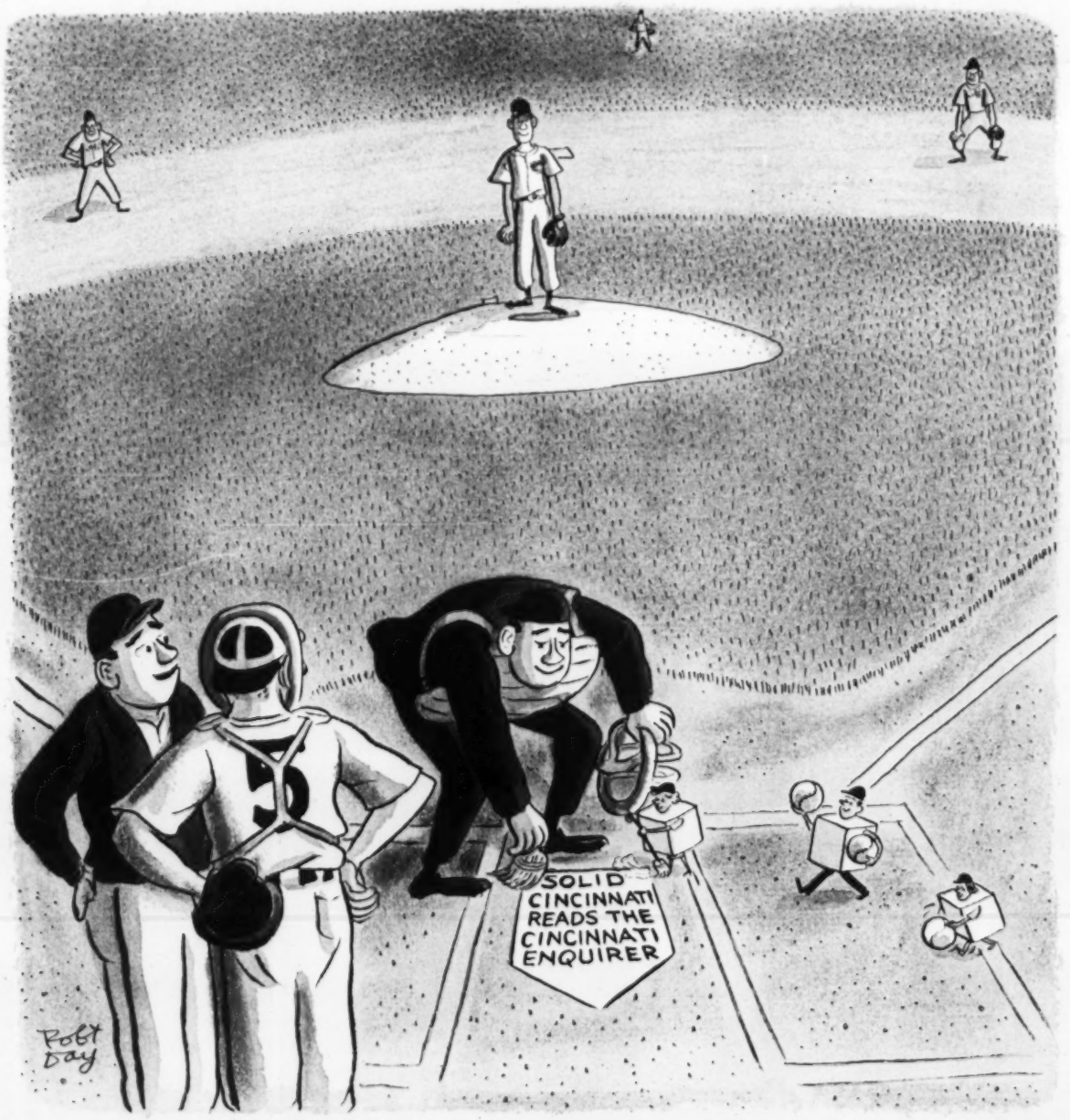
Jack C. Gafford, vice-president and advertising director of Advertising Age and other journals of Advertising Publications Inc., was elected a director of the company at the annual meeting in Chicago May 17.

Mr. Gafford joined the company in 1936, after experience in the newspaper and transit advertising fields. He was appointed national advertising manager of the *Chicago Sun* when that newspaper was established in 1941. He returned to API in 1946, and the following year was named advertising director with headquarters in New York. He was elected a vice-president two years ago.

Blair-TV Promotes Saraceno

Don Saraceno, formerly an account executive in the Chicago office of Blair-TV, station representative, has been promoted to the new post of assistant midwestern sales manager.

NEW—*Zenith Radio Corp., Chicago, is introducing a new eyeglass hearing aid, Medallion, with pages in Life and National Geographic Magazine and half pages in The Saturday Evening Post. MacFarland, Aveyard & Co. is the agency.*



"Yeah, that's the new pitcher they signed out of that ad course at State. Why d'ya ask?"

YOU'VE REALLY GOT CONTROL of the situation in Solid Cincinnati when your campaign is in the Cincinnati Enquirer. For the Daily Enquirer reaches the solid market-that-matters in this great metropolitan area. The buyingest, tryingest families here look to The Enquirer for more news, features, advertising. Result: You're in SOLID in Cincinnati when you're in the Cincinnati Enquirer. How about calling the Enquirer's Research Department for a look at the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Ads Can't Sell Poor Goods, Gribbin Says on 'Open End'

NEW YORK, May 17—It was George Gribbin's turn on "Open End" last Sunday, on the segment sponsored by *McCall's*. Each week the magazine is turning over its commercial time on the WNTA-TV show to various advertising leaders (AA, May 9).

Mr. Gribbin, president of Young & Rubicam, started his discussion by quoting the text of the Y&R ad which recently won the Arthur Kudner Award for creative writing for institutional advertising (AA, April 25). In this ad, the copy challenged "the critical whinny: Advertising sells people things they don't need," by pointing out that all people "really need is a cave, a piece of meat and possibly a fire."

The ad then pointed out that the products sold through advertising are "life enhancing"—such things as "toothpaste, electricity, bathtubs, outboard motors, paperback books and nylon stockings. Without advertising to tell you about many of these things, and, yes, sell you these things, our economy cannot exist. It simply cannot exist," the copy read.

■ After reading the ad, Mr. Gribbin concluded by pointing out that "there are some things that advertising cannot sell.

"Advertising has never been able to sustain the sale of shoddy goods or bad ideas. Nor will it ever be able to. There is a good reason why.

"It is because you have too much common sense to be fooled. And any advertiser who doesn't know it, will learn it quickly enough. The power of your common sense is second only to the power of your vote," he said. #

Baltimore BBB Made 1,067 Contacts with Advertisers

The Baltimore Better Business Bureau checked out 57,674 inquiries and complaints which led to 1,067 contacts with advertisers concerning published ads in 1959. The total represents an increase of 13% over the number recorded for 1958, but the bureau feels this is attributable to stepped-up bureau activity in the field of fictitious comparative prices, rather than to aan increase in offenses.

Appliance ads received the lion's share of the bureau's attention. Other ads causing a great number of complaints included tv-radio sales and service, home improvement materials, apparel, used cars, photography, dry cleaners-laundries, automotive equipment-service and upholstery.

Watch your sales grow *up*—when you follow the lead of the many alert national advertisers, who are spotting their TV dollars on these great stations

KOB-TV	Albuquerque
WSB-TV	Atlanta
KERO-TV	Bakersfield
WBAL-TV	Baltimore
WGR-TV	Buffalo
WGN-TV	Chicago
WFAA-TV	Dallas
WNEM-TV	Flint-Bay City
KPRC-TV	Houston
KARK-TV	Little Rock
KCOP	Los Angeles
WPST-TV	Miami
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WNEW-TV	New York
WTAR-TV	Norfolk
KWTV	Oklahoma City
KMTV	Omaha
KPTV	Portland, Ore.
WJAR-TV	Providence
WTVD	Raleigh-Durham
WROC-TV	Rochester
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
WNEP-TV	Scranton-Wilkes Barre
KTBS-TV	Shreveport
KREM-TV	Spokane
KARD-TV	Wichita

Television Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

'New York Times' Runs Retraction of Advertising Copy

The *New York Times* printed a retraction May 16 of advertising copy which it carried on March 19, following a protest to the newspaper by Alabama's Gov. John Patterson, who demanded that the *Times* retract certain statements made in an advertisement for the Committee to Defend Martin Luther King.

The *Times* said the ad was "received in the regular course of business," and "was from and paid for by a recognized agency in behalf of a group which included among its subscribers well known citizens." In its retraction, the *Times* said, "since publication of the advertisement, the *Times* made an investigation and, consistent with its policy of retracting and correcting any errors or misstatements which may appear in its columns, herewith retracts the two paragraphs complained of by the governor." Union Advertising Service, New York, placed the ad.

ADVERTISING CIGARETTES

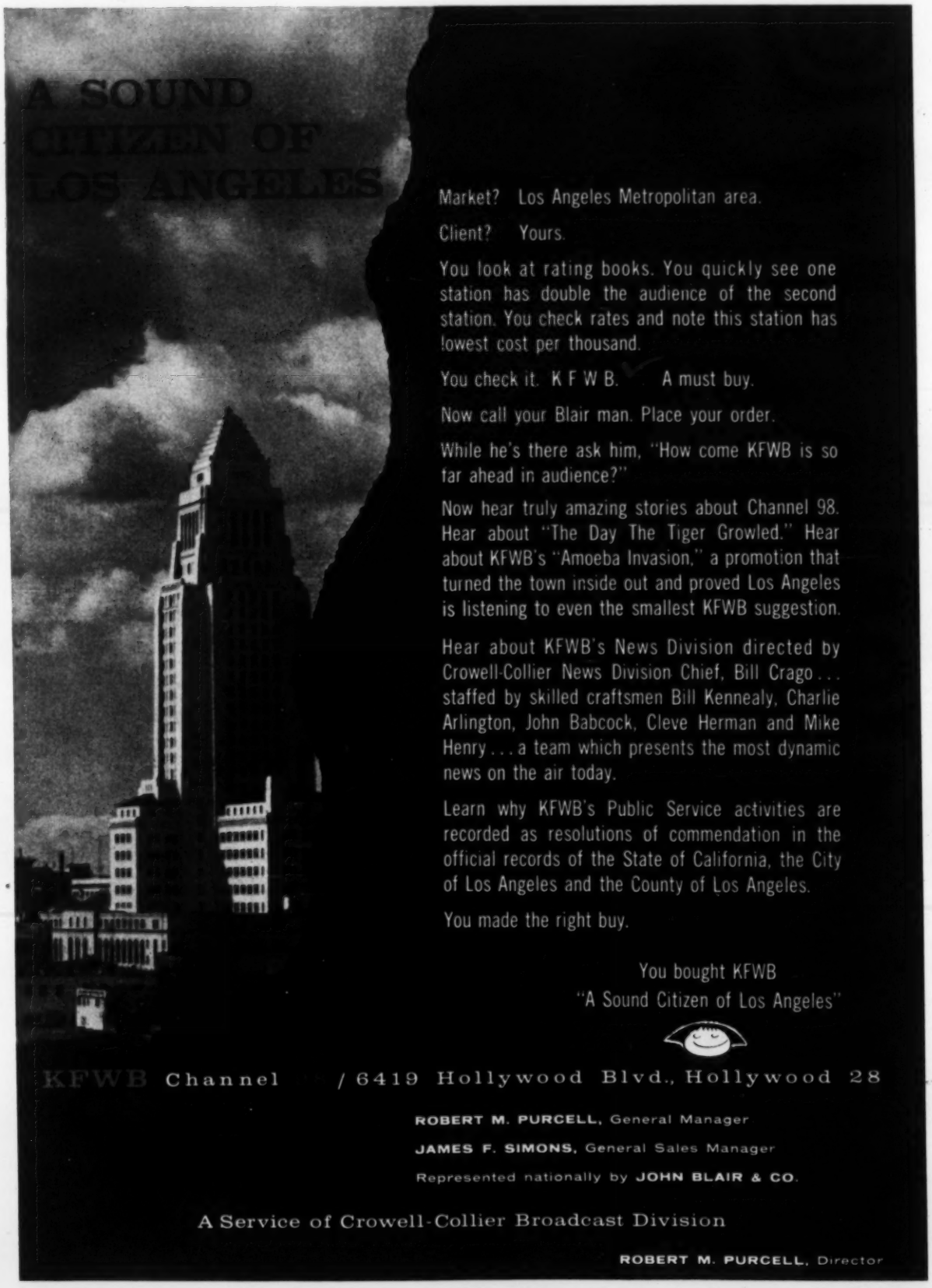
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.

G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4

Standard 20's

O'Brien Corp. Opens Push

O'Brien Corp., South Bend, Ind., has started the heaviest spring and summer advertising and promotion campaign for the Chicago area in the company's history. The paint manufacturer has inserted seven color page ads in the Sunday magazine sections of the *Chicago Tribune* and *Chicago Sun-Times*. Through July 4, a total of 595 radio spot commercials will be aired on WMAQ and WGN.


A SOUND
CITIZEN OF
LOS ANGELES
Market? Los Angeles Metropolitan area.
Client? Yours.
You look at rating books. You quickly see one station has double the audience of the second station. You check rates and note this station has lowest cost per thousand.
You check it. K F W B. A must buy.
Now call your Blair man. Place your order.
While he's there ask him, "How come KFWB is so far ahead in audience?"
Now hear truly amazing stories about Channel 98. Hear about "The Day The Tiger Growled." Hear about KFWB's "Amoeba Invasion," a promotion that turned the town inside out and proved Los Angeles is listening to even the smallest KFWB suggestion.
Hear about KFWB's News Division directed by Crowell-Collier News Division Chief, Bill Crago . . . staffed by skilled craftsmen Bill Kennealy, Charlie Arlington, John Babcock, Cleve Herman and Mike Henry . . . a team which presents the most dynamic news on the air today.
Learn why KFWB's Public Service activities are recorded as resolutions of commendation in the official records of the State of California, the City of Los Angeles and the County of Los Angeles.
You made the right buy.
You bought KFWB
"A Sound Citizen of Los Angeles"
KFWB Channel / 6419 Hollywood Blvd., Hollywood 28
ROBERT M. PURCELL, General Manager
JAMES F. SIMONS, General Sales Manager
Represented nationally by JOHN BLAIR & CO.
A Service of Crowell-Collier Broadcast Division
ROBERT M. PURCELL, Director

15 Top Market Areas Hold Third of People: NICB

'58 Study Shows L.A. Slightly Behind Chicago; Houston Enters Big 15

NEW YORK, May 17—Nearly one-third of the total U.S. population is clustered within boundaries of the nation's 15 major metropolitan areas, according to a survey by the National Industrial Conference Board.

The NICB study noted that about 54,000,000 people resided in these areas in 1958, a gain of more than 8,000,000 over the residents recorded in the 1950 census.

Although population increases were chalked up in all 15 sections, no change from 1950 was reported in the numerical ranking of the five biggest metropolitan areas. These continued to be (1) New York-northeastern New Jersey (14,190,000); (2) Chicago (6,470,000); (3) Los Angeles-Long Beach (6,386,000); (4) Philadelphia (4,171,000) and (5) Detroit (3,851,000).

Here's how NICB figures the 1958 rankings—compiled from estimates by various official state agencies—stack up against census figures obtained in 1950:

	1958 Population (000)	1950 Population (000)
1. New York-Northeastern New Jersey (1)	14,190	12,912
2. Chicago (2)	6,470	5,495
3. Los Angeles-Long Beach (3)	6,386	4,368
4. Philadelphia (4)	4,171	3,671
5. Detroit (5)	3,851	3,016
6. San Francisco-Oakland (7)	2,708	2,241
7. Boston (6)	2,445	2,370
8. Pittsburgh (8)	2,331	2,213
9. St. Louis (9)	1,988	1,681
10. Washington, D.C. (11)	1,914	1,464
11. Cleveland (10)	1,762	1,466
12. Baltimore (12)	1,616	1,337
13. Buffalo (14)	1,342	1,089
14. Minneapolis-St. Paul (13)	1,325	1,117
15. Houston (18)	1,195	807

Note: '50 rank in parentheses.

Hamilton Names Gunder

Hamilton Watch Co., Lancaster, Pa., has appointed Robert J. Gunder director of advertising and sales promotion for both Hamilton Watch and Wallace Silversmiths, Wallingford, Conn.

Robert J. Gunder

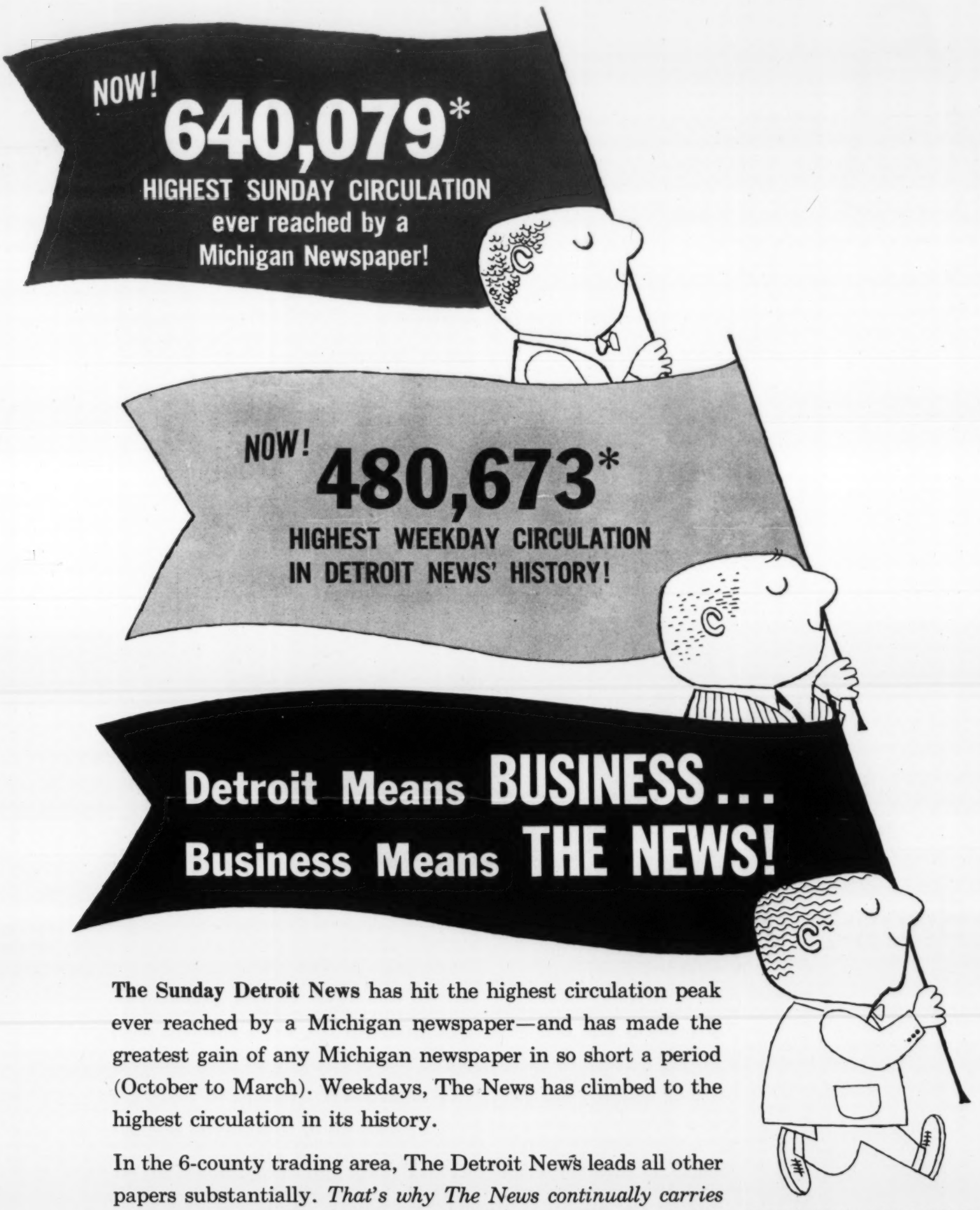
Mr. Gunder has been associated with Hamilton since 1928 and has served as its director of advertising and sales promotion since 1953. Hamilton acquired Wallace Silversmiths in November, 1959.

Gillis-Pratt Forms in Orillia

A new advertising and sales promotion agency, Gillis-Pratt Advertising, has been formed in Orillia, Ont. Bill Gillis, one of the partners, formerly was with CKCO-TV, Kitchener, Ont. Bill Pratt was sales and commercial manager of CKKW, Kitchener.

Ford of Canada Boosts Ives

Sid Ives, former parts and service promotion manager, who joined Ford Motor Co. of Canada, Toronto, 10 years ago, has been appointed truck advertising and promotion manager.



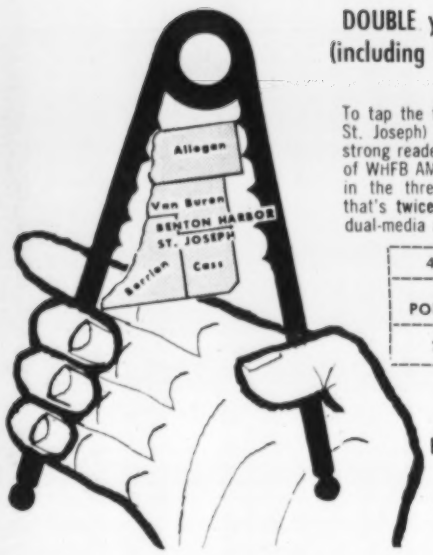
The Sunday Detroit News has hit the highest circulation peak ever reached by a Michigan newspaper—and has made the greatest gain of any Michigan newspaper in so short a period (October to March). Weekdays, The News has climbed to the highest circulation in its history.

In the 6-county trading area, The Detroit News leads all other papers substantially. *That's why The News continually carries more advertising than both other Detroit newspapers combined.*

*Average for 6-months period ending 3/31/60 as filed with ABC, subject to audit

The Detroit News

New York Office: Suite 1237, 60 E. 42nd St. · **Chicago Office:** 435 N. Michigan Ave., Tribune Tower · **Pacific Office:** 785 Market St., San Francisco · **Miami Beach:** The Leonard Co., 311 Lincoln Road



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Reitzel Named to Head McLendon Europe Operation

Bob Reitzel, West Coast radio executive, has been named to head an expansion program in Europe by the McLendon Corp., Dallas, owner of seven U.S. radio stations. As director of European operations, Mr. Reitzel will administer McLendon European interests and develop radio and tv possibilities there, opening headquarters in Paris June 1. He has been commercial manager at KABL, a McLendon station, since it made its debut in Oakland-San Francisco last May.

Union Carbide Joins Dodge as 'Lawrence Welk' Sponsor

Union Carbide Co. has signed to sponsor the "Lawrence Welk Show" alternate Saturday nights on ABC-TV. Dodge division of Chrysler Corp. cut its participation time in half when it re-signed with the show after five years of sponsoring the entire hour each week.

ARTHUR T. SAFFORD *has been appointed to the new post of director of marketing, Olin Mathieson Chemical Corp., New York. He was formerly vp of marketing in the company's packaging division.*

'Tribune' to Handle 'Chicago's American' Ad Representation

CHICAGO, May 17—The *Chicago Tribune* will take over general advertising representation of *Chicago's American* July 1, it was announced today by Stuart List, *American* publisher.

The new representation will replace that of Hearst Advertising Service, which has carried over since the purchase of the *American* by Tribune Co. in October, 1956.

The *Tribune's* general ad staff maintains offices in New York, Detroit and Chicago, which will extend their activities to cover the *American*. Representation in the West will be provided by Fitzpatrick Associates, publishers' representative, which has offices in Los Angeles and San Francisco and currently represents the *Tribune, New York News* and the *Philadelphia Inquirer.* #

Kircher Names Shine Industrial Advertising Head

R. Henry Shine has been appointed director of industrial advertising of Kircher, Helton & Collett, Dayton, O.

R. Henry Shine

Mr. Shine joined the agency in 1955 and has served as an account executive on Frigidaire and a number of industrial accounts. He was formerly advertising manager of the Sunbeam air conditioning division of American Radiator & Standard Sanitary Corp., New York.

Richardson Sets Candy Drive

"Warm weather mint hints" is the theme of the largest spring-summer advertising and merchandising program ever scheduled by Thomas D. Richardson Co., Philadelphia, for its line of cream mints and confections. Suggested recipes which make use of Richardson's mints will be illustrated in a color ad in the June 4 issue of *The Saturday Evening Post.*

Other mint recipes, as well as Richardson's new House Party Mix, will be featured on Art Linkletter's "House Party" over CBS radio for six weeks through July 4. Promotion of the program will be through trade publication ads. Agency is Pritchard, Daniels and Dreher, Ardmore, Pa.

CKPC Names Erwin Wasey

Erwin Wasey, Ruthrauff & Ryan, Toronto, has been named to handle the advertising account of CKPC, Brantford, Ont., radio station. The station soon will boost its power to 10 kw and is planning an extensive advertising campaign in Canadian and U.S. markets.

Brings out the best...

Black and white has a beauty of its own—colorful contrasts of tone, shades and shadows, a dignity and distinction which requires the finest in graphic reproduction.

Widely known as the leading four-color gravure servicer, Intaglio likewise leads in monotone gravure quality—brings out the best! Offers superior facilities for preparation and proofing of monotone positives and rotoprints for publications, advertisers, and packagers.

Intaglio craftsmen have the skills developed only with time. Of the staff of nearly 600, 35% have been with us ten years or longer—deliver superlative quality in either color or monotone!

FOR the finest in gravure, rely on Intaglio. Pioneers in perfecting gravure reproduction methods, with over two decades of experience... five entirely new plants in the past five years in New York, Chicago, Detroit, Cincinnati and Boston ... and eight offices conveniently located for service, Intaglio merits your preference and patronage!

Intaglio SERVICE CORP.

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—1828 Lewis Tower Bldg., Philadelphia—126 West McMicken Ave., Cincinnati—1932 Hyperion Ave., Los Angeles—369 Pine St., San Francisco—Box 508, Boston

The postmarks are actual reproductions

By concentrating your sales **in 16,000** **towns,** **corrects the** **bias of the mass** **and gives you balanced national coverage.**

of all, a **in** **will hardly put a** **in your advertising budget.**

It's a fact: for approximately the cost of a single full-color page in any of the leading mass magazines, you can maintain a substantial year-round campaign in Grit. More important, Grit will help shore up your coverage just where mass magazine circulation is relatively weak . . . in some 16,000 small towns coast to coast. That means *balanced national coverage*. You can't hope for total marketing success without it . . . and only Grit can give it to you.

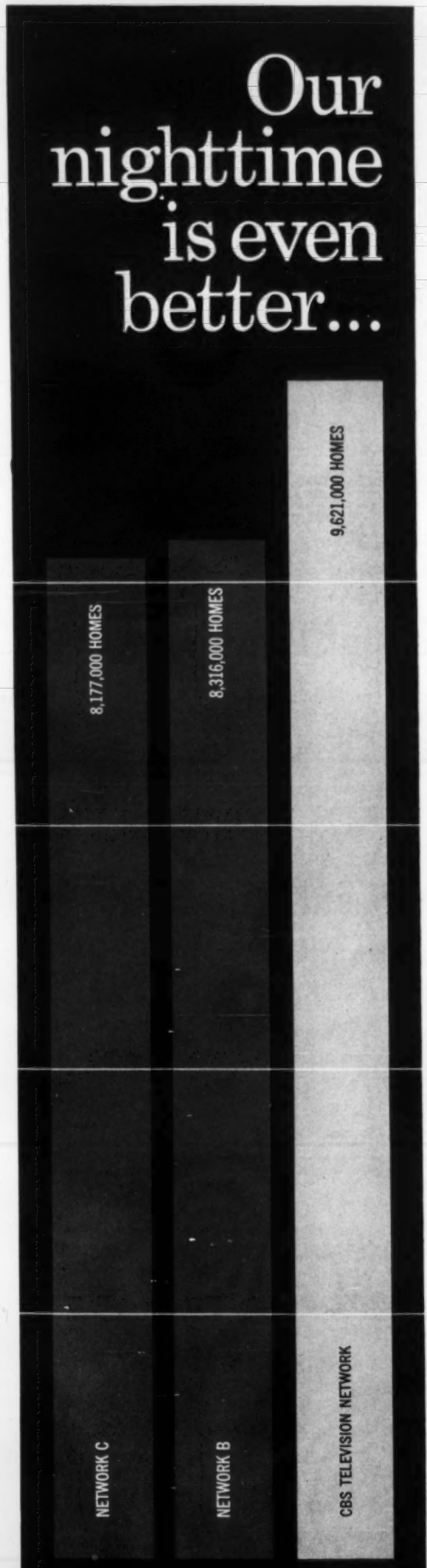
GRIT

Grit Publishing Co., Williamsport, Pa.

Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley, Inc., in Los Angeles and San Francisco

P.S. We hope we have made our

Our nighttime is even better...



What makes one network better looking than another? And why, in the average nighttime minute, do 1,305,000 *more* families watch the CBS Television Network than any other?

It could be the wildly hilarious satire by Jack Benny and Phil Silvers on Dr. Jekyll and Mr. Hyde that overwhelmed all its opposition one evening last March.

It could be a vivid revelation of a crucial issue—like "The Population Explosion" presented twice this winter on CBS REPORTS.

It could be a star-studded, two-hour panorama of an entire decade—like THE FABULOUS FIFTIES in January.

It could be the sustained emotional intensity of Julie Harris and Sterling Hayden in last February's brilliant production of ETHAN FROME.

It could be the antics of an incorrigible little boy who strikes a common chord every Sunday night in the hearts of all parents —like DENNIS THE MENACE.

Or it could be the dramatization in May of THE GAMPLER, THE NUN AND THE RADIO, the fourth in a series of exciting 90-minute productions of Ernest Hemingway's greatest stories.

Surely these must be some of the reasons why *just the difference* between our average audience and the next network's is equal to all families in Los Angeles, Pittsburgh, and Washington!

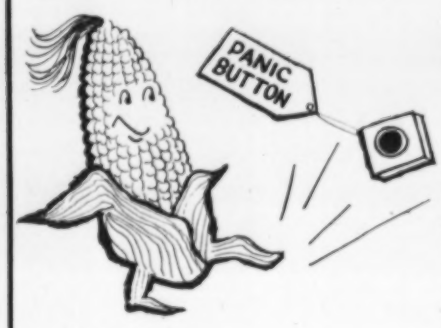
Despite any fanciful claims to the contrary, this is how the networks stand today when you measure all U. S. television families, all sponsored programs from 6 to 11 pm, and all reports for the current year.

The best looking network is the one where viewers find the best things to watch—and where advertisers reach the biggest nationwide audiences, for the fifth straight year.

CBS Television Network

when you look behind the bars

Bloomington-Normal, Illinois



The Main Street Without a Panic Button

Illinois' Richest Counties

No panic here. A single advertising medium completely blankets this golden, seven county test market . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area.

PANTAGRAPH land is smack in the middle of the golden central Illinois corn belt. 178,000 prosperous people maintain a surprisingly even balance between industry, agriculture, education and general good living. Each year they spend over 233 million dollars from incomes that are 20% above the national average.

R.O.P. Spot Color — plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday)

- 178,000 prosperous people
- Income 20% above national average
- Balanced industry, agriculture, education
- 233 million dollars a year retail market

Bloomington-Normal, Illinois

PANTAGRAPH

Represented by: Ward-Griffith Co., Inc.

Citizenry Fed Up with Dishonesty—Including 'Cheating' Ads, Says Bristol

Ad Council Plans Ethics Drive, Adwomen Told by Bristol-Myers Head

NEW YORK, May 17—Lee H. Bristol, head of Bristol-Myers and of the Advertising Council, outlined tonight a new Ad Council campaign to start "a new vogue for verity and a custom for quality."

Speaking at the installation dinner of the Advertising Women of New York, Mr. Bristol lamented that "instead of developing an inspiring national purpose, we are perfecting our 'dishonor system'." The American citizen, he said, "is getting disgusted with it all—disgusted with deceit, fed up with phoniness, appalled by the apathy towards it."

The American citizen, he said, "continually seés [dishonesty], feels it, hears it, reads about it—and smells it. People cheating on their income taxes, cheating the railroad out of a fare, cheating the phone company out of a dime, cheating the boss out of a full day's work; the butcher cheating the housewife out of her full weight of lamb chops, police cheating the law by consorting with crooks, college students cheating at exams, motorists cheating the traffic rules, and advertisers cheating in their claims."

■ The Advertising Council's answer to this is a campaign to "reactivate the American ethic and to revive the American standard of excellence." The crusade will begin with a panel of 10 to 12 national leaders who will meet for two days to "decide which attitudes should be changed, to what degree and in what direction."

The end products of all this cerebration, he said, should be much material for further discussion in newspapers, magazines, broadcast media, books, etc., and a "large order of nourishing raw meat for the advertising campaign.

"Although none of us knows yet what form this advertising will take, I will suggest one thing we might do: Make heroes out of some of the 'good guys' and tarbrush the 'bad guys' as obnoxious bums," he said. #

Zenith Dealers, Book-of-Month Buy WVOX Daily Music Shows

Zenith Radio Corp. of New York, on behalf of 30 dealers in Westchester county, has signed to sponsor four hours of music daily, at 5 p.m., EDT, seven days per week, on WVOX and WVOX-FM, New Rochelle, N. Y. This will be followed by a daily three-hour music show at 9 p.m. sponsored by the Book-of-the-Month Club.

The Zenith show, called the "Sound to Remember" and emceed by Don Hancock, will be a tribute to the big bands, such as Glenn Miller, Tommy Dorsey and Artie Shaw. The first hour will include news, weather and traffic reports for the commuter. The book club's show, "Summer Festival of Great Music," will feature complete operas, symphonies and other classical works to promote its Society of Great Music album subscription plan, and will include special news inserts. WVOX will promote the shows with newspaper ads, outdoor, car cards and window streamers. Both orders were placed direct.

Carling Assigns Midwest Share of Black Label to Weiss

Carling Brewing Co., Cleveland, has named Edward H. Weiss & Co., Chicago, to handle advertising for its Black Label beer in the midwestern marketing area, which includes northern Illinois, Wisconsin, Minnesota, eastern Iowa and North Dakota.

The midwest Black Label account, which has been relatively inactive, previously was handled by Lang, Fisher & Stashower, Cleveland, which continues to handle national advertising for the brand. The Weiss agency has handled Carling's Stag beer for the past two years.

Pillsbury Advances Chaffee

Pillsbury Co., Minneapolis, has appointed Walter Chaffee sales promotion manager of its institutional division. Mr. Chaffee was previously a salesman for Pillsbury in Chicago.

IN BUFFALO Men's Clothing Stores Start the Day Right...in the Morning

Buffalo's men's clothing stores placed 72.5% of their *daily* 1959 advertising in the Morning Courier-Express. Include Sundays, and the figure was 74.6% of the total.

And men are only half the story of the proved selling power of the Courier-Express. It carried 67% of *daily* woman's clothing store linage —74.9% of the total when Sundays are included.

Other classifications—food chains, appliances, toilet goods and beauty shops, automobile dealers and financial to name only a few—add strong weight to the evidence that to insure your full share of the metropolitan Buffalo market, you *need* the Courier-Express.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier-Express

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS

Representatives: Scolaro, Meeker & Scott

Pacific Coast: Doyle & Hawley

McGraw-Hill

MARKET SERVICE *News Letter*

June, 1960

How To Mechanize Your Selling—How big *is* the industrial salesman's job? Who does he see? How does he spend his time? Here are many documented answers to why costs of sales calls are rising, and what your business publication advertising can do to increase the salesman's efficiency.

How Advertising Increases Recognition—A summary of 10 recognition studies made for BUSINESS WEEK advertisers, demonstrating the effectiveness of advertising in building recognition for a company and its products.

Business' Plans—1960-63—Here's the 13th Annual Survey of business' plans for new plants and equipment prepared by the McGraw-Hill Department of Economics. This report reveals that American business plans to spend a record amount in 1960, and to continue spending at a high level during the next three years.

Leading Sales Executives Report—In their own words, 20 top sales executives describe the results they have achieved through consistent business publication advertising.

A Changing World Market Place—Complete with graphs and charts, this booklet details the estimated $100 billion overseas markets for American businessmen by 1968.

New Chemical Plants and Facilities—A CHEMICAL ENGINEERING compilation of 438 major new plants and expansions in the chemical process industries gives company, location, products, approximate cost, job status.

The Renewal Percentage—Through bar charts and other illustrations this folder explains how to understand and interpret the renewal percentage on an ABC statement.

McGraw-Hill Space Checking Service—A new, 16-page booklet, outlining all the material available to you through our Advertising Space Checking Service.

The Mathematics of Selling—Compiled from various industry sources, this study shows why the cost of personal calls is rising so rapidly, and how business publication advertising can help the salesman. Available as desk top presentation for use with your management, or in a printed folder.

AMERICA'S MANUFACTURING PLANTS — *a New Workbook*

Here are the latest booklets, folders, research studies and films available through your McGraw-Hill representative. They represent only a small part of the helpful market data that is regularly available to advertisers and their agencies—the result of our annual investment of over $800,000 in research and market studies.

RESEARCH REPORTS

These Laboratory of Advertising Performance data sheets prepared by the McGraw-Hill Research Department have been released recently. Please order by number.

LAP 0003.0—Check chart for the L.A.P.
LAP 1027—Industrial publications add known buying influences.
LAP 3011—One-page inserts and run-of-book page ads equally well read.
LAP 3021.1—Average ratings of standard second colors.
LAP 3028—Higher noting of four-color over black and white tops added cost.
LAP 3201—How advertiser and product in headline affect readership.
LAP 3202—Advertisements with headlines attract more readers.
LAP 3203—Subject headlines increase readership.
LAP 3204—How prominence of headline affects readership.
LAP 3205—How headline appearance affects readership.
LAP 3232.2—Readership of case history advertisements.
LAP 3240.1—How humor affects readership.
LAP 8020—Magazines and salesmen most frequently mentioned sources of new ideas and products.

FILMS AND FILM STRIPS

(*For a preview, contact your McGraw-Hill representative.*)

Cable Address: McGRAW-HILL New York—This brand-new color film strip takes you around the world in 12 minutes, shows the tremendous daily changes that can be significant to U. S. businessmen. See the vast network of McGraw-Hill business journalists in action, and how they track down important stories.

Information Plus—A color sound slide film to show how McGraw-Hill can help advertisers and agencies solve marketing and selling problems. It summarizes a few of the many aids such as sales and market data, research surveys, economic reports and printed material available from McGraw-Hill sales representatives. Time: 9 minutes.

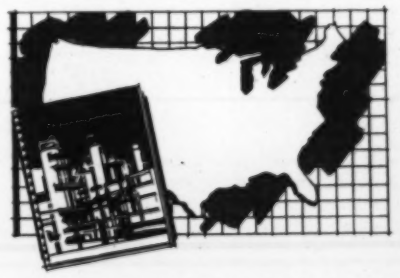
Smitty Steps Up—A bright, animated, 16mm color movie spotlights the problems of an industrial salesman. Designed for use at sales meetings. Conclusion gives facts that validate the need for adequate advertising to support salesmen. Time: 12. minutes.

Research—At Your Service—The story of research at McGraw-Hill is told in this color sound slide film. It shows the important part research plays in all the facets of business-paper publishing, and also how it can be used to check advertising effectiveness. Time: 11½ minutes.

Ask your McGraw-Hill Representative for copies of this material . . .

This 118-page statistical report, based on McGraw-Hill's continuing Census of Manufacturing Plants, is an invaluable sales tool and guide for marketing executives. The volume covers U. S. manufacturing plants by product, location and number of employees.

The data was gathered over a two-year period by the McGraw-Hill Census Division. It was obtained by direct contact with the companies involved . . . covers plants employing 95.5% of all workers in the plants within its intended coverage.



This new book is divided into sections. The first tells you about the McGraw-Hill Census of Manufacturing Plants—what it is, how it is developed and maintained, and how you can use it.

Part 2 breaks down markets by SIC for 437 industries, gives statistics on plants with 20 or more, 50 or more and 100 or more employees. Part 3 gives you markets by states, with statistics for manufacturing plants and employees.

Part 4 shows markets by county, with individual maps. Part 5 is a multicolor, 50" x 37" wall map of the U. S., indicating the concentration of manufacturing plants with 100 or more employees.

To defray a portion of the preparation expense, a $25 price has been established for this book and map. They are available only through your McGraw-Hill representative.

REGIONAL OFFICES

Atlanta 3, Ga.
Rhodes-Haverty Building
JAckson 3-6951

Boston 16, Mass.
Park Square Building
HUbbard 2-7160

Chicago 11, Ill.
McGraw-Hill Building
MOhawk 4-5800

Cleveland 13, Ohio
1164 Illuminating Building
SUperior 1-7000

Dallas 1, Texas
The Vaughn Building
RIverside 7-5117

Denver 2, Colo.
Tower Building
ALpine 5-2981

Detroit 26, Michigan
Penobscot Building
WOodward 2-1793

Houston 25, Texas
Prudential Building
JAckson 6-1281

Los Angeles 17, Calif.
1125 West 6th Street
HUntley 2-5450

New York 36, N. Y.
500 Fifth Avenue
OXford 5-5959

Philadelphia 3, Pa.
Six Penn Center Plaza
LOcust 8-4330

Pittsburgh 2, Pa.
4 Gateway Center
EXpress 1-1314

St. Louis 8, Mo.
Continental Building
JEfferson 5-4867

San Francisco 4, Calif.
68 Post Street
DOuglas 2-4600

Frankfurt/Main, Germany
85 Westendstrasse

Geneva, Switzerland
2 Place du Port

London, E.C. 4, England
95 Farringdon Street

This Week in Washington . . .

Networks, Politicos Haggle over Who Gets How Much Time, When & How

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 19—Heads of the major tv networks were before the Senate's communications subcommittee this week, trying to figure out a way to put tv campaigning on a loftier perch this fall.

A group of about 25 Democratic senators are pushing S.3171, which compels networks to give two hours weekly to the major Presidential candidates during the eight-week period preceding the elections. Networks contend they are ready and willing to give time, but they don't want to be compelled.

There was an "Alice in Wonderland" quality to the proceedings. As an opener, Adlai Stevenson, who is a leading advocate of the free time plan, announced that an hour a week divided between candidates of the two major parties is enough.

But as the testimony developed, it looked as if the candidates would be so busy trying to use the free tv time offered by networks that they might not have time for anything else. CBS offered at least an hour a week, and NBC offered an hour, too. Different hours, of course. At this writing, ABC has yet to record its bid.

■ Networks oppose S.3171 for a variety of reasons. They regard it as "confiscation," and they fear it will eventually be expanded to provide free time for senators, congressmen, governors and probably mayors. "If it applies to us because we are a licensed industry," they say, "why not apply it to the airlines, the telephone companies, the newspapers and magazines, all of which also utilize some benefit bestowed on them by the federal government."

CBS' president, Frank Stanton, contends the compulsory broadcasts are an "inherently" bad idea under any circumstances, because they reflect on tv's standing as an information medium.

"We believe S.3171 squarely presents the issue," he contended, "of whether electronic journalism is to remain as a self disciplined unit growing toward maturity under our traditions of freedom, or whether its content is to be dictated, no matter how beneficently, by government."

■ During the week's hearings, committee members had what was, in effect, a seminar on U. S. politics and U. S. broadcasting.

Mr. Stevenson lamented that tv has contributed far less than it could to the people's understanding of issues. He looked back fondly to the Lincoln-Douglas debates of a century ago. In the informal atmosphere of free time, with simultaneous exposure on every tv station and without competition from "Gunsmoke," and programs of similar nature, the candidates would be brought face to face with the people "to discuss the issues which are critical to our survival and our leadership in the world," he said.

This can't be accomplished through paid time, he said, because the hard-raised dollars of the political parties inevitably go for the "hard sell." At $400,000 per hour, the political parties feel compelled to squeeze the maximum number of votes from the investment. They have consulted advertising agencies, he said, and have been told that the safe way to hold the audience is with the jingle, the spot announcement, and the animated cartoon.

■ "So," said Mr. Stevenson, "the American voter, faced with the issues of life or death, is solicited in song to 'Vote for Dan, the man with a plan'."

Mr. Stevenson likes S.3171 because he thinks it would enable people to see the candidates as they are. He fears that any voluntary substitute by networks would take on the attributes of showmanship, which he wants to avoid.

He estimates that the amount of time that would be "confiscated" would be so small it could hardly have much impact on the earnings of the networks. But if the question is seriously raised, he said, he would be willing to have the government pay for the time, rather than settle for a compromise which would enable networks to control the format of the programs.

■ One of the impressive aspects of these particular hearings was the lack of partisanship. Sen. Thruston Morton (R., Ky.), the Republican national chairman, who also appeared before the subcommittee, agreed that a way must be found to get better tv exposure for Presidential candidates. He prefers to achieve this through voluntary arrangement with the networks, but if this can't be done, he agrees it will have to be done through legislation.

He brushed aside an opportunity for some political mileage at the expense of Democrats, who admit that half their tv money this fall will probably go for animated cartoons. Sen. Hugh Scott (R., Pa.), a former GOP national chairman, professed to be outraged at the prospect of a "Mickey Mouse campaign"; but Sen. Morton acknowledged, "We may have to find a cartoonist, too. Politics, like everything else, has certain sales techniques which will be with us."

■ Former President Herbert Hoover, ex-candidate Tom Dewey and Vice-President Richard Nixon submitted documents opposing S.3171. The Vice-President noted that the sale of time is the principal stock in trade of the networks. "It does not seem to me to be appropriate or desirable for the federal government to expropriate a part of this time, without compensation," he said.

■ CBS' President Stanton and NBC Vice-President David C. Adams made the industry counter-offers. The industry is anxious to put the candidates on the air gratis, they contended. There would be no need to confiscate time if Congress would simply eliminate the provisions of Section 315 of the Communications Act, which prevents networks from giving time to major parties without according the same benefit to candidates of the splinter parties.

Mr. Adams said S.3171 "is the wrong way to go about the right things." He said NBC is "eager" to

PAINT A ROSY SALES PICTURE
with the famous low-priced
BVI
ELECTRIC PAINT SPRAYER
GREAT for premiums, contests, sales incentive programs.
For more details contact:
BURGESS VIBROCRAFTERS, INC.
Dept. A-60 • Grayslake, Ill.

LAND OF SALES GIANTS!

Your search for a fresh market, a giant market, is over. In the standard Metropolitan area comprised of San Bernardino and Riverside Counties, giant sales records are made every day. Last year total retail sales hit more than a Billion 200 Million dollars! Net effective buying income reached over $1.3 billion! These figures just didn't happen. People in California's 4th largest market are **proven** buyers.

The two dailies and Sundays which largely helped create these figures are the San Bernardino SUN-TELEGRAM and the Riverside PRESS-ENTERPRISE. Giants themselves, they give you full, unduplicated coverage of this lush market. More than an hour's drive from Los Angeles, less than ½ of 1% of the total circulation of the major Los Angeles newspapers enters this sales area.

4TH MARKET IN CALIFORNIA*
*(America's Second)

SAN BERNARDINO SUN-TELEGRAM
REPRESENTED NATIONALLY BY CRESMER and WOODWARD, INC.

RIVERSIDE PRESS-ENTERPRISE
REPRESENTED NATIONALLY BY DOYLE & HAWLEY, INC.

prove that tv can turn the whole continent "into an electronic town hall," and to this end, it is ready to stage a series of eight hour-long "Meet the Press" programs in prime Saturday night time this fall, featuring the two rival Presidential candidates.

Mr. Stanton also announced that his network is prepared to provide "a minimum of one hour of prime evening time each week for debates and discussions by candidates during the coming campaign," provided the Congress will do something about Section 315.

■ These offers were received with something less than enthusiasm. Sen. A. S. (Mike) Monroney (D., Okla.) wasn't sure the candidates could be lined up for a sponsored program. He recalled that the Westinghouse-sponsored debates in 1956 never attracted better than "the third string."

"The only one who made an impression was Betty Furness," he declared.

On a sustaining basis, the outlook was even less promising. Senators knew from experience that affiliates have a way of rejecting sustaining political telecasts for something more profitable.

Nevertheless the network offers are probably the best deal that the senators can expect to get this year. The meeting of minds may have been achieved when Mr. Stanton, seemingly on the spur of the moment, challenged the subcommittee to report a resolution suspending Section 315 for this fall's Presidential race. "Test us," he suggested. "See how we behave."

■ Realistic committee members know that even without Section 315 the FCC will be standing by, ready to nudge any station which is manifestly unfair in its handling of Presidential broadcasts. And the special elections watchdog subcommittee under Sen. Ralph Yarborough (D., Tex.) also will be in operation, ready to nudge the FCC.

LULLABIES — *These ads for the Rhythm Step line of Johnson, Stephens & Shinkle Shoe Co., St. Louis, will run in September and October in McCall's, Ladies' Home Journal, Redbook and Vogue. Katzif-George - Wemhoener Advertising is the agency.*

Adclub Publishes 'Miami 1960' The Advertising Club of Greater Miami has published "Advertising Miami 1960," an annual, time-size magazine covering advertising events of the greater Miami area.

S. C. Johnson Tops Winners in Chicago Adclub Competition

CHICAGO, May 19—In the Chicago Federated Advertising Club's competition, covering the nine major advertising classifications, S. C. Johnson & Son last night ran off with three first prizes—the most won by any advertiser. The Johnson company won top awards in classifications under magazines, industrial and farm publications, and television.

Needham, Louis & Brorby was the leading agency, creating eight ads which won first prizes. Leo Burnett Co. and Foote, Cone & Belding ran a close second with seven top ads each.

Wesley I. Nunn

Wesley I. Nunn, who retired last month as advertising manager of Standard Oil Co. (Indiana), was judged Chicago's adman of the year and was presented with a silver medal by the Chicago Federated Advertising Club.

■ Following is a complete list of winners of CFAC awards:

GENERAL CONSUMER MAGAZINES

Product/Service Campaign—color: S. C. Johnson & Son, Needham, Louis & Brorby. Honorable mention: Philip Morris Inc., Leo Burnett Co.

Product/Service Single Ad—color: Kellogg Co., Leo Burnett Co. Honorable mention: Kimberly Clark Corp., Consumer Products Division, Foote, Cone & Belding.

Product/Service Campaign—b & w: Hiram Walker Inc., Foote, Cone & Belding.

Product/Service Single Ad—b & w: Allstate Insurance Co., Leo Burnett Co. Honorable mention: Lawn Boy, Erwin Wasey, Ruthrauff & Ryan.

Corporate Image Campaign—color: Chrysler Corp., Leo Burnett Co. Honorable mention: Armour & Co., Foote, Cone & Belding.

Corporate Image Single Ad—color: Minneapolis-Honeywell, Foote, Cone & Belding. Honorable mention: Ditto Inc. Fulton Morrissey Co.

Corporate Image Campaign—b & w: National Rural Electric Cooperative Assn., Aubrey, Finlay, Marley & Hodgson.

INDUSTRIAL AND BUSINESS MAGAZINES

Product/Service Campaign—color: Tie Award: Reynolds Metals Co., Clinton E. Frank Inc. Speedicut Division, Chicago

MAKE YOUR SALES GIANT-SIZE BY ADVERTISING IN THE LAND OF SALES GIANTS!

27th in America in population, food and household goods.
14th in the nation in gasoline sales.

RANKING OF MARKETS IN CALIFORNIA

1 Los Angeles -Long Beach
2 San Francisco-Oakland
3 San Diego
4 SAN BERNARDINO-RIVERSIDE-ONTARIO
5 San Jose
6 Sacramento

WTRF-TV STORY BOARD

Sales manager Needham Smith sez: "Canned and frozen juices are becoming more popular but most men still prefer to squeeze their own tomatoes."

wtrf-TV Wheeling

A young man walked into a gambling casino in Vegas, plunked a wad on number 35, and walked out with a roll big enough to choke a mule.
An admiring onlooker asked; "How did you happen to pick that number?"
"Well," replied the gambler, "today is the sixth of the month and my sixth wedding anniversary, so I multiplied the two numbers together."
His new acquaintance was bewildered. He said, "You know that six times six is 36." The winner smiled: "Okay, okay, so you have the education."

wtrf-TV Wheeling

One buy . . . one billing . . . guarantees a share of this multi-billion dollar Wheeling WTRF-TV Market. The WTRF-TV sales-booster merchandising plan is available, too. Ask the George P. Hollingbery people to give you the WTRF-TV specifics.

wtrf-TV Wheeling

Voice on phone: "May I speak with Mr. Robert Willi Ferguson?"
"Who is calling, please?"
"I'm Gladys Zell."
"Glad you're happy, but who's calling, please?"

wtrf-TV Wheeling

He tickled her fancy and she really enjoyed his company.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

CFAC Awards . . .

Heights Steel Co., Headen, Horrell & Wentsel.

Product/Service Single Ad—color: S. C. Johnson & Son, Needham, Louis & Brorby.

Product Service Campaign—b & w: American City Bureau, Headen, Horrell & Wentsel. Honorable mention: Rock Island Lines, Aubrey, Finlay, Marley & Hodgson.

Corporate Image Single Ad—b & w: State Farm Mutual, Needham, Louis & Brorby.

One Column or Less Campaign: Roura Iron Works Inc., Marsteller, Rickard, Gebhardt & Reed.

FARM PUBLICATIONS

Product/Service Campaign—color: Massey-Ferguson, Needham, Louis & Brorby. Honorable mention: Solar Permanent Co., Division of U. S. Industries Inc., Western Advertising Agency.

Product/Service Single Ad—color: International Harvester Co., Aubrey, Finlay, Marley & Hodgson.

Product/Service Campaign—b & w: International Harvester Co., Aubrey, Finlay, Marley & Hodgson. Honorable mention: Crow's Hybrid Corn Co., Marsteller, Rickard, Gebhardt & Reed.

Product/Service Single Ad—b & w: Chas. Pfizer & Co., Leo Burnett Co.

One Column or Less Campaign: Berg Equipment Corp., Aubrey, Finlay, Marley & Hodgson.

DIRECT MAIL

Calendar: United Air Lines, Advertising Staff.

Announcement: The Mid-America Club, Runkle-Thompson-Kovats.

Catalog: Frederick Post Co., Devenny-Wood Ltd. Honorable mention: A. B. Dick Co., Advertising Staff.

Booklets & Brochures: Tie Award: U. S. Gypsum Co., Fulton, Morrissey Co.; Morton Salt Co., Needham, Louis & Brorby. Honorable mention: Chicago Central Area Committee, Leo Burnett Co.

House Magazine: Tie Award: Inland Steel Co., A/D Graphic Inc.; Abbott Laboratories, Advertising Staff.

NEWSPAPERS

Nat'l or Regional, Product/Service—roto color: Motorola Inc., Leo Burnett Co.

Nat'l or Regional, Product/Service—r.o.p. color: Dean Milk Co., Clinton E. Frank Inc. Honorable mention: Rath Packing Co., Earle Ludgin & Co.

Local Retail Advertising—color: Carson Pirie Scott & Co., Advertising Staff.

Nat'l or Regional Campaign, Product/-Service (Over 400 Lines): Continental Illinois Nat'l Bank & Trust Co., Earle Ludgin & Co. Honorable mention: Commonwealth Edison Co., Leo Burnett Co.

Nat'l or Regional Campaign, Product/-Service (Under 400 Lines): Hekman Biscuit Co., George H. Hartman Co. Honorable mention: Wilson Sporting Goods Co., Roche, Rickerd & Cleary.

Local Retail Advertising, "Sale" or "Bargain" Single Item Ad: Oklahoma Oil Co., Needham, Louis & Brorby.

Local Retail Advertising, Single Item Ad. Product/Service: Peoples Gas Light & Coke Co., Needham, Louis & Brorby.

Local Retail Advertising, Seasonal Promotion: Carson Pirie Scott & Co., Advertising Staff.

Local Retail Advertising, Campaign Ads: First National Bank of Chicago, Foote, Cone & Belding.

OUTDOOR AND TRANSPORTATION

Poster Campaign—24-sheet: Northern Paper Mills, Gugler Lithograph Co. Honorable mention: R. H. Donnelley Corp., Earle Ludgin & Co.; Rambler Dealers Assn., R. Jack Scott Inc.

Poster Campaign—three-sheet or less: Pan American Air Lines, Gugler Lithographic Co.

Spectaculars: Honorable mention only. Bell Savings & Loan Assn., M. M. Fisher & Associates.

Car/Bus Cards: Borden Co., Chicago Milk Region, Young & Rubicam. Honorable mention: Rambler Dealers Assn., R. Jack Scott Inc.

POINT OF PURCHASE

Window Displays, Temporary: Brown-Forman Distillers, Container Corp. of America.

Window Displays, Light & Motion: Continental Oil Co. Chicago Show Printing Co.

Counter Displays, Temporary: U. S. Gypsum Co., Fulton, Morrissey Co.

Counter Displays, Permanent: Tie Awards: Westclox, Batten, Barton, Durstine & Osborn; Scripto Inc., Advertising Metal Display Co.

Signs & Wall Displays, Temporary: Pepsi Cola Co., Gugler Lithographic Co.

Signs & Wall Displays, Permanent: Oldsmobile Division, General Motors Corp., Chicago Show Printing Co.

Signs & Wall Displays, Light & Motion: Anheuser-Busch Co., Tel-A-Sign Inc.

Floor & Island Displays, Merchandisers, Temporary: Kimberly Clark Corp., Inland Lithograph Co. Honorable mention: Hiram Walker Inc., Consolidated Lithographing Co.

Floor & Island Displays, Merchandisers, Light & Motion: Kellogg Co., Zipprodt Inc.

RADIO COMMERCIALS

Product/Service (20 Seconds): First National Bank of Chicago, Foote, Cone & Belding.

Product/Service (30 Seconds-Jingle): Oklahoma Oil Co., Needham, Louis & Brorby.

Product/Service (60 Seconds): Philip Morris Inc., Leo Burnett Co. Honorable mention: General Foods Corp., Perkins division, Foote, Cone & Belding; International Harvester Co., Aubrey, Finlay, Marley & Hodgson.

Product/Service (60 Seconds)—Special Award for Entire Campaign: Clark Oil & Refining Corp., Tatham-Laird.

TELEVISION COMMERCIALS

Product/Service (10 Seconds): Grocery Store Products—Foulds division, Clinton E. Frank Inc.

Product/Service (20 Seconds): Chicago Daily News, Batten, Barton, Durstine & Osborn.

Product/Service (30 Seconds): Kraft Foods Co., Division of National Dairy Products Co., Foote, Cone & Belding.

Product/Service (60 Seconds): S. C. Johnson & Son, Foote, Cone & Belding. Honorable mentions: Procter & Gamble Co., Tatham-Laird; Montgomery Ward & Co., Fred A. Niles Productions Inc.

Product/Service (90 Seconds—Live): Hallmark Cards Inc., Foote, Cone & Belding.

Corporate Image (60 Seconds): Kellogg Co., Leo Burnett Co. Honorable mentions: Pillsbury Co., Leo Burnett Co. Massey-Ferguson Inc., Needham, Louis & Brorby.

PITTSBURGH PUSH—*Tasty Cake Co., Philadelphia, is using outdoor this spring to support its radio, tv and magazine campaign in Pittsburgh. Prepared by Aitkin-Kynett Co., Philadelphia, the campaign will run four months. A new poster, plugging a different Tasty product, will be used every 30 days.*

T'AINT NECESSARILY SO!
Some folks figure we eat mostly buffaloes and berries out here in Lubbock. T'aint necessarily so.
Last year our grocery bill added up to a hefty $42,495,000 in Lubbock County. So you can see we're mighty fond of good grocery and food products.
If you're looking for new markets to conquer, come on down and look us over. If you can't make it today, mosey over and check us out in your trusty SRDS and Sales Management
LUBBOCK AVALANCHE-JOURNAL
TEXAS
Morning — Evening — Sunday
ROP COLOR AVAILABLE EVERY ISSUE

OTHERS ARE DOING IT.... SO CAN YOU!

Crowds Jam Store in Big Promotion
Sales Set Record For Local Sto
SALES UP 72%
"BUY" DRIVE A SMASH HIT
Sales up 70% In Special Drive
SALES UP 42%
"TURNAROUND" SALE SETS STORE RECORI
Sales Set Record For Local Store Push
12,000 SOLD IN ONE DAY
"AUTO BUY NOW" DRIVE BIG SUCCESS

HERE'S HOW!—"Promotion" is the key word! It may be your own special promotion or a tie-in promotion with other merchants in your town! But "promotion" is the incentive that creates the desire to buy! Talk to the guy next door—and the guy down the block! Think! The customers are there—waiting to be sold!

HERE'S WHY—All facts point to another big upswing! Between now and 1975, U.S. population will *soar*; there will be millions of new jobs; family income will continue to rise; industrial production will double; savings will steadily increase; billions will be spent on research; needs for schools, highways, homes will grow and grow—and grow! The retailers who plan for this new wave of opportunity will be the ones to profit from it. Make sure that includes *you*.

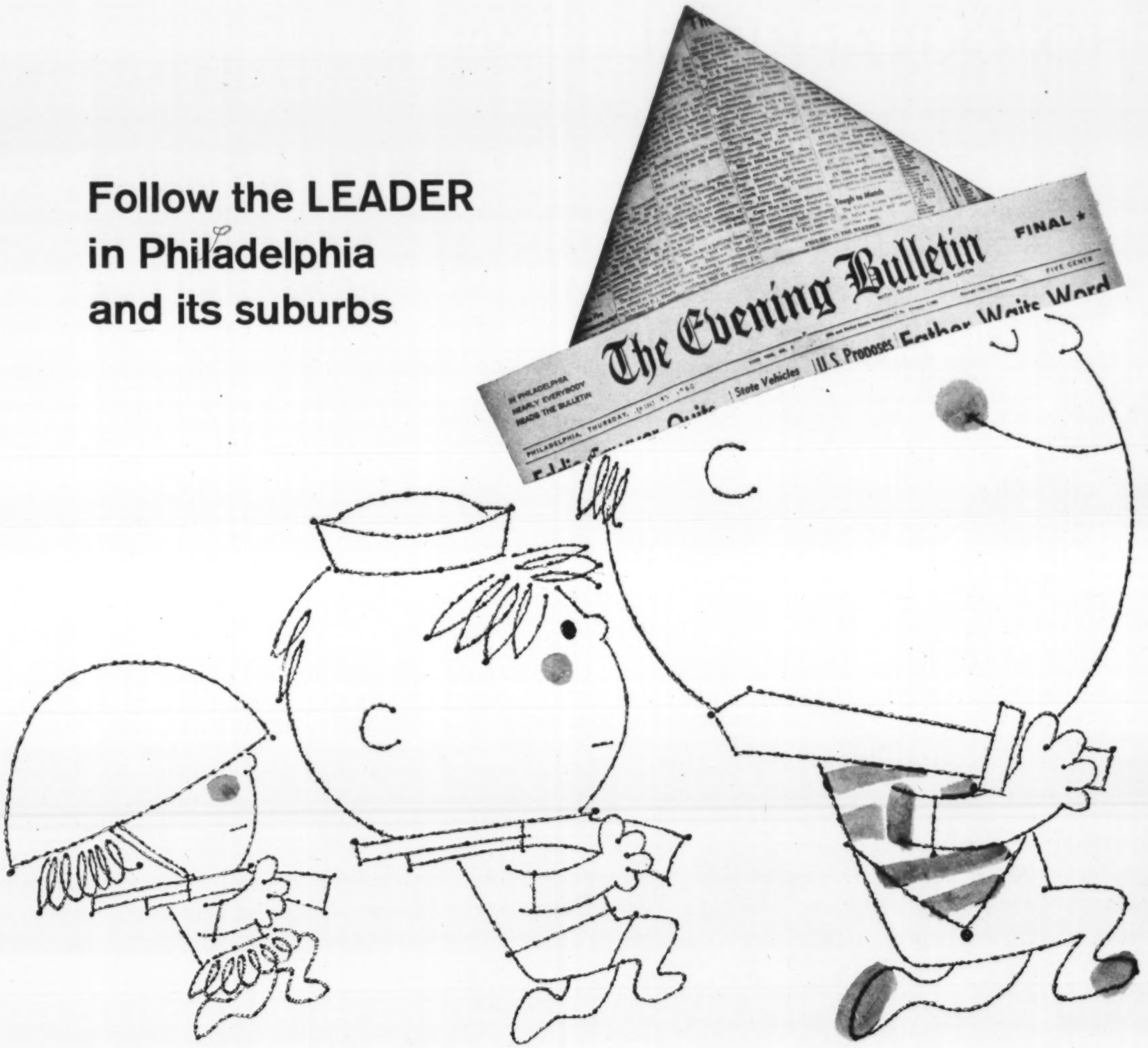
FREE! *Get going today!* Write at once for illustrated "How To Turn the Tide" booklet offering valuable and vital selling ideas. The Advertising Council, 25 West 45th Street, New York 36, N. Y.

YOUR FUTURE IS GREAT IN A GROWING AMERICA

Three Join O. S. Tyson

Alan A. Beel, formerly production supervisor and researcher of Young & Rubicam, has joined O. S. Tyson & Co., New York, as an assistant account executive. Edward J. Martin, formerly with Lawrence C. Gumbinner Advertising; Erwin Wasey, Ruthrauff & Ryan and Fuller & Smith & Ross, has joined Tyson as a copywriter, and Gary Fisher, formerly in the media department of Hazard Advertising Co., has joined Tyson's production department.

Follow the LEADER in Philadelphia and its suburbs



There's one leader in Philadelphia and its suburbs.

It's The Evening Bulletin.

The 1959 A.B.C. Audit Report shows that The Evening Bulletin's circulation leadership in 14-county Greater Philadelphia is 145,637.

Two major research studies—made by National Analysts, Inc. in 1960 and Carl J. Nelson Research, Inc. in 1957—show The Evening Bulletin's leadership in adult readership in both the city and the suburbs.

In the suburbs, where Greater Philadelphia is growing fastest . . .

A research study of adults in homes with telephones, made by National Analysts, Inc., shows:

In Suburban Philadelphia—
The Evening Bulletin Leads In Adult Readership
. . . by 146,000 adults in homes with telephones

A research study of adults in families, made by Carl J. Nelson Research, Inc., shows:

In Suburban Philadelphia—
The Evening Bulletin Leads In Adult Readership
. . . by 156,000 adults in families

A.B.C. Audit Reports for 1950 and 1959 show:

In Suburban Philadelphia—
The Evening Bulletin Tripled Its Circulation Leadership
. . . and leads by 36,762 families

(and this leadership does not include the tens of thousands of Evening Bulletins sold in downtown Philadelphia which are carried home to the suburbs each day)

Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation *and* Readership
. . . in Philadelphia *and* in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14-county Greater Philadelphia A.B.C. City and Trading Zone

PHOTOGRAPHIC REVIEW OF THE WEEK

Mays Staley Averill Little Dinah Cole McHugh Izard

ANYONE FINER?—*Top Chevrolet and agency executives lunched with Dinah ("Chevy Show") Shore when she visited Detroit recently. With Miss Shore are L. H. Averill and L. H. Mays, assistant general sales managers; K. E. Staley, general sales manager; Edward N. Cole, general manager, and Jack Izard, advertising manager, and, from the agency, Campbell-Ewald Co., H. G. Little, board chairman, and P. L. McHugh, vp in charge of tv and radio.*

Groseth Wilkenson Moore

ADCRAFT PARTY—*Among the guests at a recent meeting of the Adcraft Club of Detroit were H. B. Groseth, exec vp of Erwin Wasey, Ruthrauff & Ryan, Chicago, and June Wilkenson, British actress. With them is W. D. Moore, advertising director of Dodge cars, who is president of the club. Mr. Groseth spoke at the meeting; Miss Wilkenson just attended.*

Greer Grove Ireland Clarey Edmondson

DRUG MEN—*Chatting between sessions of the Proprietary Assn.'s 79th annual convention in White Sulphur Springs, W. Va., were Norman Greer, American Newspaper Publishers Assn.; James H. Grove, Grove Laboratories; Harry Ireland, Doherty, Clifford, Steers & Shenfield, and Jack Clarey and Dick Edmondson, both of Bristol-Myers Co. (stories on Pages 1 and 3).*

Mrs. Ballantyne Durfee Ballantyne

OLDTIMERS—*Mr. and Mrs. James Ballantyne of Lethbridge, Alberta, look over the old Maytag washer which won them the brand new one (behind Mrs. Ballantyne). The couple won the new washer in a nationwide search conducted by Maytag Co. Ltd. to find the oldest Maytag washer in Canada. The Ballantyne's 1911 electric motor Maytag has been in daily use for nearly 50 years. It will be exhibited at the Canadian National Exhibition at Toronto this fall. Bruce Durfee, owner of the Lethbridge Appliance Co., made the presentation.*

Mr. and Mrs. Buehling Mrs. Arndt Gray

INFORMAL—*Pictured at the informal cocktail-buffet preceding the start of the Continental Advertising Agency Network convention in Miami Beach are Mr. and Mrs. Norman Buehling, Fensholt Advertising Agency, Chicago; Mrs. Robert Arndt, Philadelphia, and Charles Gray, Gray & Kilgore, Detroit.*

Conner Lane Katerndahl Fonda Schump Mullen

IN-AND-OUT PORTRAIT—*The new president of the Rocky Mountain Council of the American Assn. of Advertising Agencies is Dick Katerndahl, of Campbell-Ewald. Other officers are Cecil Conner, Conner Advertising, vice-chairman, and John Mullen, Harold Walter Clark Inc., secretary-treasurer. Retiring governors are Walter Schump and Bradley Lane. The council says its motto is, "All work and no play makes for a dull council," and that explains the presence of starlet Jane Fonda.*

THIS IS
FROM PARAGRAPH 3
OF THE DECEMBER, 1959,
ABC STATEMENT
OF THE ONLY
PUBLICATION
OF ITS KIND
IN THE
WORLD...

Factory

Factory
6 Months Ending December 31, 1959

3. BUSINESS ANALYSIS OF TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE NOVEMBER, 1959 ISSUE:
(Not an average for 6 months)
NOTE—Total paid subscription circulation of this issue was 1.13% greater than average total paid subscription circulation for period.

		Subs.	%
1.	Manufacturing:* (For SIC Breakdown—See Below)	63,227	90.79%
	(a) Company Subscriptions 6,022		
	(b) Corporate Officers: President, Vice-President, Secretary, Treasurer & General Managers, Managers (entire organization), Owners & Partners 8,189		
	(c) Plant Managers, Superintendents & Other General Plant Executives 18,732		
	(d) Plant Department Heads, Maintenance Engineers, Plant Engineers & Other Supervisory Plant Personnel 19,730		
	(e) Staff Engineers & Technicians 8,536		
	(f) Other Company Personnel 2,018		
2.	Raw Materials Producers, Transportation, Communications & Public Utilities	847	1.21%
3.	Consulting Engineers, Consulting & Research Organizations	1,117	1.60%
4.	Construction & Maintenance Contractors, Dealers in Industrial Equipment & Supplies	514	0.74%
5.	Government	1,342	1.93%
6.	Banking, Finance, Insurance & Real Estate	166	0.24%
7.	Universities & Colleges	1,336	1.92%
8.	Libraries, Professional & Trade Associations	471	0.68%
9.	Miscellaneous	453	0.65%
10.	Awaiting Classification by Business & Industry	166	0.24%
	TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE NOV., 1959 ISSUE	69,639	100.00%

Only one business magazine aims its circulation *only* at the men who manage plant operations in *all* the manufacturing industries of America ... deals editorially *only* with the ideas and equipment and management techniques needed by such men.

Of the 69,639 total paid circulation shown above for FACTORY's November 1959 issue, over 90% — 63,227 — is concentrated in manufacturing.

Pick up a copy of FACTORY. See for yourself how it is devoted exclusively to helping these men improve all elements of their manufacturing operations.

If your product can help them, too, doesn't it make sense to consider advertising in FACTORY?

FACTORY

ABC

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N.Y.

ABP

READ!—*This is one in a series of color spreads to be run this year in Fortune and the Reader's Digest by International Paper Co. "to encourage more reading among more people."*

International Paper Ads Tell Joys of Reading

Reading, Unlike TV, Isn't Mostly Spectator Sport, Copy Points Out

NEW YORK, May 17—The rewards of reading are being extolled in a new institutional campaign launched by International Paper Co. in June issues of *Fortune* and *Reader's Digest* (AA, May 16).

For several years, the company reports, it has looked "for a good way to express its belief in the 'printed word'." The result is a series of color spreads which show a man reading—a business man in a library or at a magazine stand, a physician in a hospital, a farmer at the kitchen table.

The ad headline is the same in each ad: "Send me a man who reads!" The copy then praises books, magazines and newspapers and discusses a survey, conducted especially for the campaign, which showed that the more successful men are the ones who read the most.

One ad starts out: "We asked 100 company officers, 'How many magazines, books and newspapers have you read in the past week?' The total of their answers: Magazines, 338; books, 53; newspapers, 1,490.

"Then we asked 100 men in the same age group whose salaries had never quite reached $7,500 a year; 229 magazines for them—and only 28 books . . . The conclusion is as clear as print. Men who read more achieve more."

■ After several paragraphs praising books, the ad then bestows a special accolade for magazines: "The best of them are superbly honest, whether the subject is religion, space travel or labor racketeering. They are exciting without being cheap, inspiring without being maudlin. They are as grave as life—and as gay."

Then the copy points out, "Worth while reading is not confined to books, magazines and newspapers. You may find an idea on the back of a matchbook that will change your life. You may find it on the side of a truck. Or on a flyer that came in the mail . . . No less than 75% of all American advertising is now in printed media. Print *sells*."

■ After pointing out that "unlike tv or motion pictures, reading is not primarily a spectator sport," the copy ends with the suggestion: "Read whenever you can—while you wait for airplanes, meals, haircuts, telephone calls. You will be the gainer."

Ogilvy, Benson & Mather is the agency. #

Shopping Guide Due Soon

J. J. Little & Ives, New York, will publish a permanent shopping guide in which brand name advertisers may buy a listing at $2,000 a line, with a minimum circulation of 1,000,000. The shopping guide, a plastic 3"x5½" book, with a marking crayon, will be distributed free in supermarkets in the New York metropolitan area within the next few months. B. F. Jay Co., New York, is handling the advertising.

Christopher Joins Hooker

William F. Christopher has been named director of marketing for Hooker Chemical Corp., New York, a new position. Mr. Christopher previously was manager of market development for General Electric's chemical materials department, chemical and metallurgical division, Pittsfield, Mass.

McNaull to Lennen & Newell

Charles G. McNaull, formerly with Lever Bros., has joined Lennen & Newell, New York, as account executive on the Best Foods division of Corn Products Co.

Marks Joins 'House & Garden'

Leo Marks, formerly with *Cue*, has joined the New York sales staff of *House & Garden*. He will handle the magazine's wine and spirits classification.

SCREENED PRINTS

. . . all ready for your paste-ups.

Fast, economical way to make line engravings from continuous tone artwork! Perfect for making stunning high-light or drop-out halftones from fluorographic art — just like the girl in this ad.

Rush jobs? We give overnight service to anywhere in the U.S.A.

Also — rock-bottom prices on zinc, copper, magnesium engravings . . . 3- and 4-color process. Offset negatives for all requirements. Complete mat and stereo facilities.

Send for special price list.

SERVICE ENGRAVING

iTP . . . a new standard for

The dimension that goes far beyond circulation statements. Actual readership among actual buyer-customers provide the iTP index — which in turn can be expressed in terms of efficiency for your advertising dollar.

Schedule A at left shows iTP results where 3 publications all receive same 13 pages.

Schedules B, C, D, and E show possible variations from Schedule A, with increases in advertising efficiency up to 50%!

SCHEDULE A

PUBLICATIONS	PROGRAMMED PAGES	TOTAL COST OF SCHEDULE	PUBLICATION'S iTP INDEX*	TOTAL IMPRESSIONS MADE ON EACH 1000 PROSPECTS
A	13	$ 4,760	819	10,647
B	13	5,980	447	5,811
C	13	8,125	365	4,745
Total:	39	$20,865		21,203

SCHEDULE B

PUBLICATIONS	PROGRAMMED PAGES	TOTAL COST OF SCHEDULE	PUBLICATION'S iTP INDEX*	TOTAL IMPRESSIONS MADE ON EACH 1000 PROSPECTS
A	26	$13,000	819	21,294
B	6	2,850	447	2,682
C	7	4,620	365	2,555
Total:	39	$20,470		26,531

EFFICIENCY FACTOR
Schedule B = iTP Total = 26,531
Schedule A = iTP Total = 21,203
5,328 divided by 21,203 = 25.12%

Efficiency factor of Schedule B is 25.12% greater than Schedule A.

TOTAL COST
Schedule A = $20,865
Schedule B = 20,470
Total Saved: $ 395

Thus Schedule "B" spends $395 less of the advertising budget than "A" to achieve a 25.12% increase in efficiency.

SCHEDULE C

PUBLICATIONS	PROGRAMMED PAGES	TOTAL COST OF SCHEDULE	PUBLICATION'S iTP INDEX*	TOTAL IMPRESSIONS MADE ON EACH 1000 PROSPECTS
A	26	$13,000	819	21,294
B	13	5,980	447	5,811
C	(Eliminated from schedule)			
Total:	39	$18,980		27,105

EFFICIENCY FACTOR
Schedule C = iTP Total = 27,105
Schedule A = iTP Total = 21,203
5,902 divided by 21,203 = 27.83%

Efficiency factor of Schedule C is 27.83% greater than Schedule A.

TOTAL COST
Schedule A = $20,865
Schedule C = 18,980
Total Saved: $ 1,885

Thus Schedule "C" spends $1,885 less of the advertising budget than "A" to achieve a 27.83% increase in efficiency

* iTP figures taken from actual study. Ask to see full results.

Set Blem-Stick Program

Sulray Inc., Tuckahoe, N. Y., has scheduled an advertising program to introduce Blem-Stick, a medicated treatment for acne and other skin blemishes. Some 92 magazines read by teen agers, plus tv spots, will be used. Kushins, Anderson & Takaro, New York, is the Blem-Stick agency.

Gen'l Instrument to Basford

General Instrument Corp., Newark, producer of components for radio and tv equipment, has named G. M. Basford Co., New York, to handle advertising and sales promotion for its semiconductor division. Walter J. Zimmerman Associates, New York, is the previous agency of record.

COLOR CONTAINERS—*Leslie Salt Co., San Francisco, is promoting its new multi-colored 12oz. salt containers in Los Angeles with two of these magna-face painted bulletins. Four three-dimensional, illuminated containers are backed by the face of a girl with similar coloring. Bulletins are being rotated every 30 days. Dancer-Fitzgerald-Sample is the agency.*

Jasco Aluminum Names Rabin

Jasco Aluminum Products, New Hyde Park, N. Y., a division of Unexcelled Chemical Corp., has appointed Jules Rabin Associates, Valley Stream, N.Y., to handle its advertising and public relations. Lawrence Kane & Artley, New York, is the former agency.

Gainey Joins Cox & Jackson

J. H. (Jack) Gainey has joined Cox & Jackson Advertising, Charlotte, N.C., as an account executive. He formerly was midwestern regional sales manager of the television film division of Paramount Pictures.

Fitch & Aizawa Adds Three

Nikko-Kasai Securities Co. and Hazmore School of Dress, both of San Francisco, and Chapala Haciendas, Jalisco, Mex., real estate company, have appointed Fitch & Aizawa, San Francisco, as their agency.

F&S&R Promotes Kerr

John F. Kerr, who joined Fuller & Smith & Ross in 1944, has been appointed director of mechanical production in the agency's Cleveland office. He succeeds John R. Woodside, who resigned.

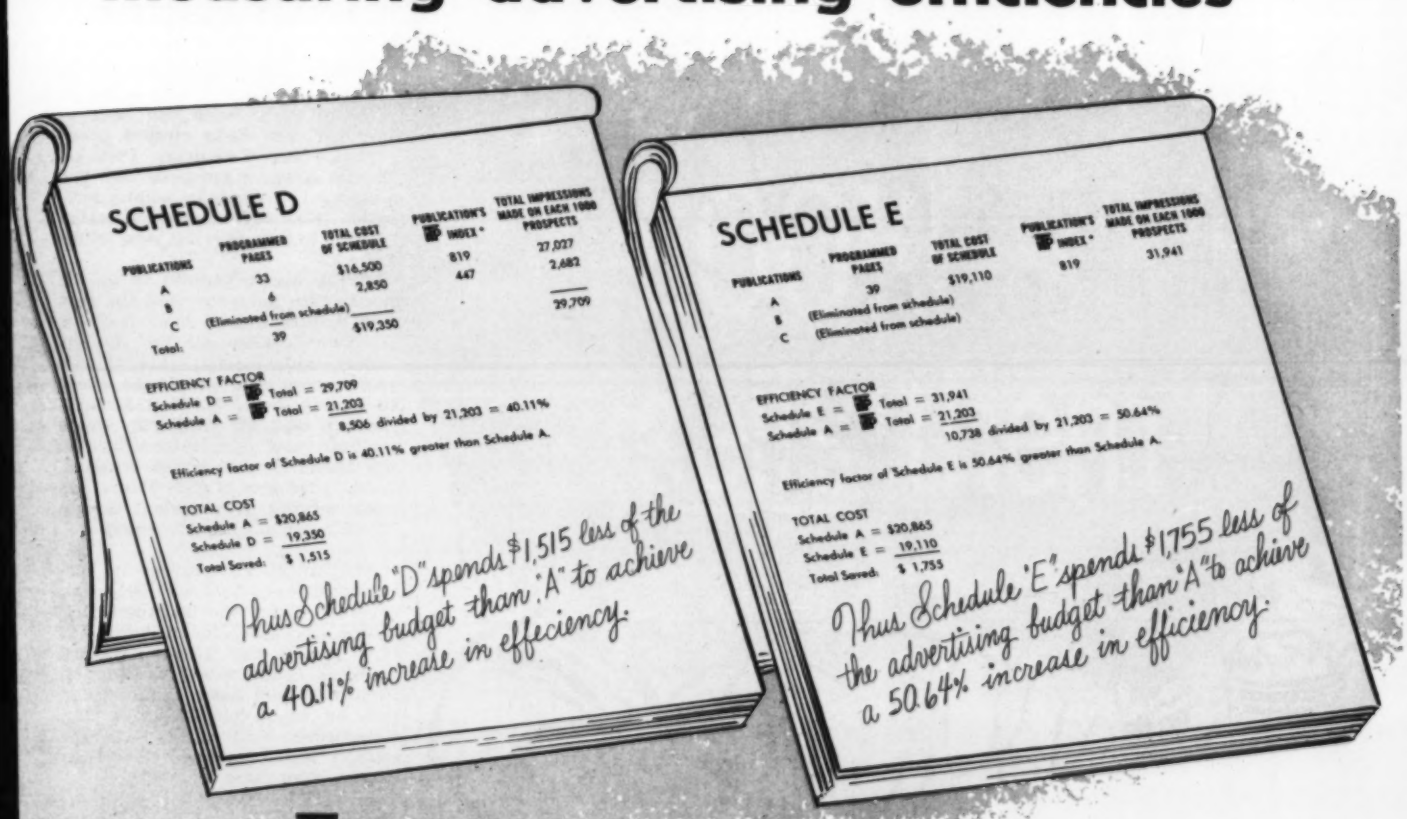
Kanter to HFH Productions

Len Kanter, previously a tv commercial producer at Carlo Vinti Advertising, has been named to the new post of commercial sales manager of HFH Productions, New York, commercial producer.

Bud Baker Joins DDB

Elias (Bud) Baker, formerly with Lennen & Newell, has joined Doyle Dane Bernbach Inc., New York, as an account supervisor.

measuring advertising efficiencies


SCHEDULE D
PUBLICATIONS
PROGRAMMED PAGES
TOTAL COST OF SCHEDULE
PUBLICATION'S INDEX*
TOTAL IMPRESSIONS MADE ON EACH 1000 PROSPECTS
A 33 $16,500 819 27,027
B 6 2,850 447 2,682
C (Eliminated from schedule) 29,709
Total: 39 $19,350
EFFICIENCY FACTOR
Schedule D = Total = 29,709
Schedule A = Total = 21,203
8,506 divided by 21,203 = 40.11%
Efficiency factor of Schedule D is 40.11% greater than Schedule A.
TOTAL COST
Schedule A = $20,865
Schedule D = 19,350
Total Saved: $ 1,515
Thus Schedule "D" spends $1,515 less of the advertising budget than "A" to achieve a 40.11% increase in effeciency.
SCHEDULE E
PUBLICATIONS
PROGRAMMED PAGES
TOTAL COST OF SCHEDULE
PUBLICATION'S INDEX*
TOTAL IMPRESSIONS MADE ON EACH 1000 PROSPECTS
A 39 $19,110 819 31,941
B (Eliminated from schedule)
C (Eliminated from schedule)
EFFICIENCY FACTOR
Schedule E = Total = 31,941
Schedule A = Total = 21,203
10,738 divided by 21,203 = 50.64%
Efficiency factor of Schedule E is 50.64% greater than Schedule A.
TOTAL COST
Schedule A = $20,865
Schedule E = 19,110
Total Saved: $ 1,755
Thus Schedule "E" spends $1,755 less of the advertising budget than "A" to achive a 50.64% increase in efficiency.

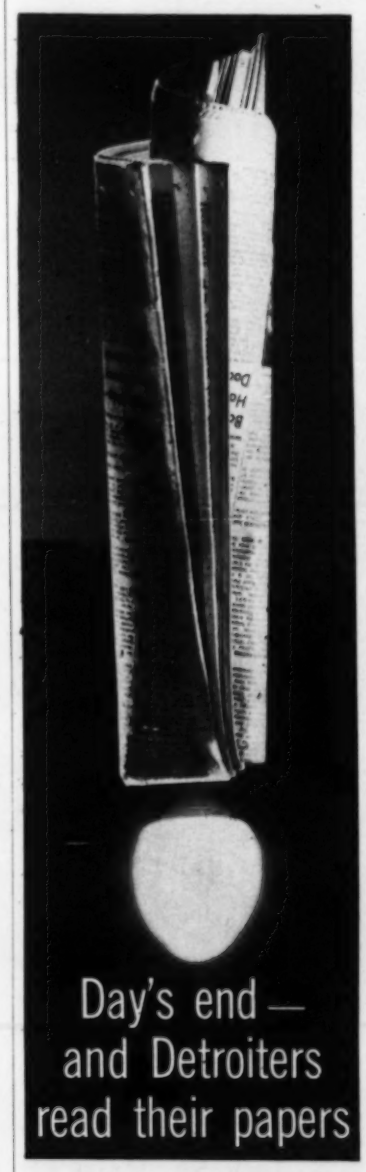
The iTP standard of measurement can help in other ways too. If your problem is one of reducing budget, or need for monies to put behind other products — use the iTP index to determine how to continue advertising at your present efficiency at less cost.

How? Calculate your present iTP. By concentrating in publications with highest iTP index, you can maintain your efficiency with less space — thus freeing money from this particular schedule to use elsewhere.

ABC ABP READERSHIP Eastman RESEARCH

the OIL AND GAS JOURNAL

211 SOUTH CHEYENNE
P. O. BOX 1260, TULSA, OKLAHOMA



Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

Yorke Named RCA Victor VP

Robert L. Yorke, who has been in charge of the commercial records creation department at RCA Victor Records, New York, since last January, has been given the title of vp. Before coming to New York, Mr. Yorke was manager of West Coast operations for RCA Victor.

A N.Y. OFFICE ONLY $15 A MONTH!
Use our telephone number and address as yours in New York. We forward all mail and messages immediately. Low $15 per month service fee.
24 Hr. Service 7 Days per week. Month to Month—No Contracts.
ANSWERING TELEPHONE SERVICE OF N.Y.
245 East 80th St., N.Y. 21, N.Y.

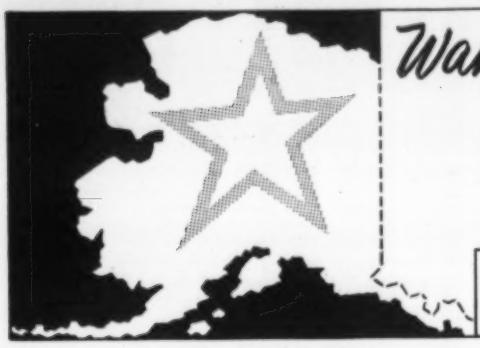
Tect Names W & L

Tect Inc., Northvale, N. J., manufacturer of cleaning solvents, has named Williams & London Advertising, Newark, to handle its advertising. Town Advertising Associates, Hackensack, is the previous agency.

Denver Radio Station Moves

KTLN, Denver radio station, has moved from the Zook Bldg. to the new Heart of Denver Motel.

CORPORATE PERSONALITY—*Foster Grant Inc., Leominster, Mass., maker of sun glasses, is using this two-color bleed spread, first of a series, in May issues of Materials in Design Engineering, Modern Plastics, and Plastics Technology and in June Plastics World to establish its "corporate personality." It will use four-color bleed spreads in Fortune and other business publications in October. All ads will feature photos of company management—President Joe Foster appears here. Donahue & Coe, New York, is the agency.*



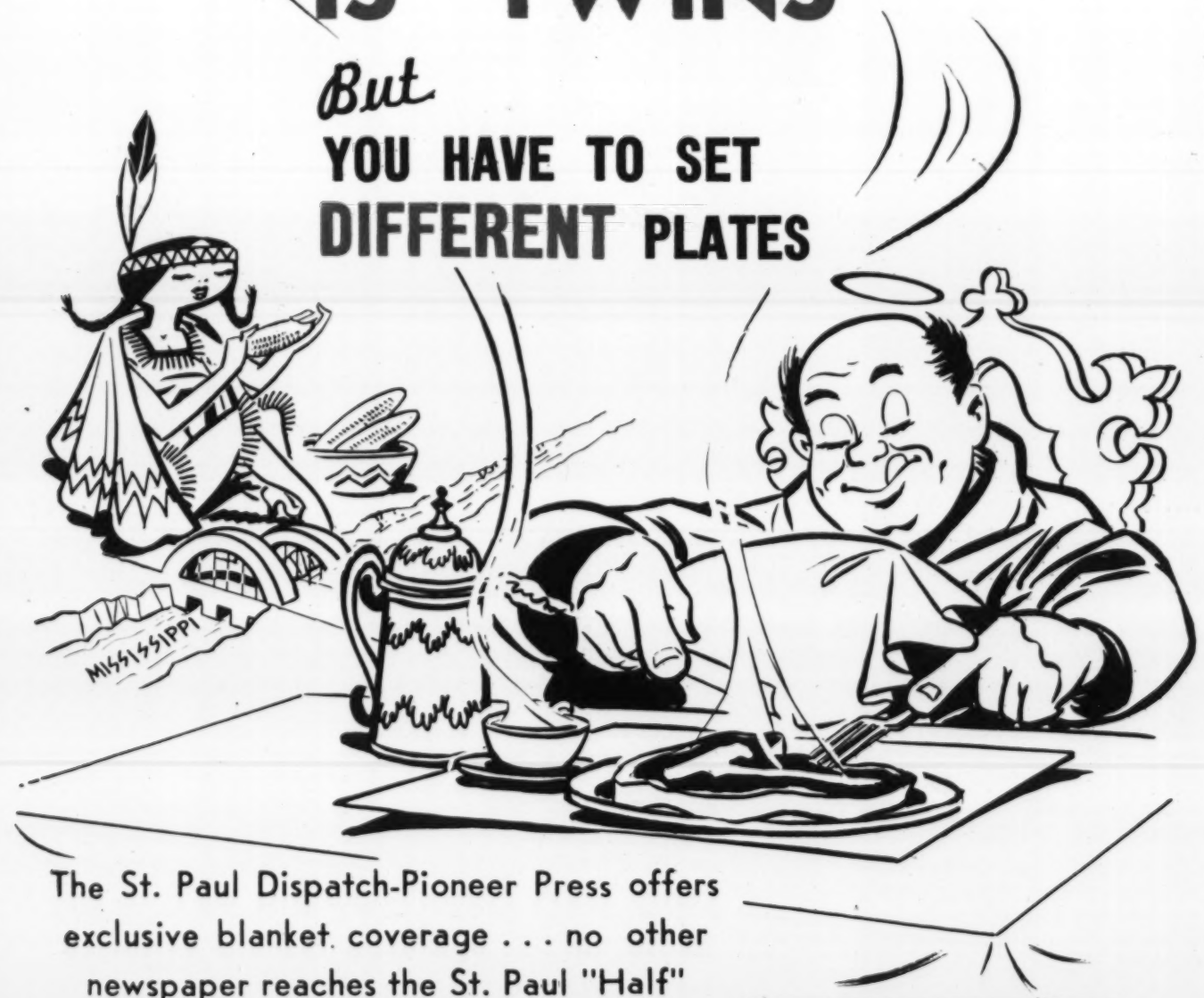
Want to Sell—ALASKA?

Sell the prosperous people of our booming 49th state through Alaska's Daily Newspapers—*The Ketchikan News, The Anchorage Daily Times, The Juneau Empire* and *The Fairbanks Daily News-Miner*. There's gold in this vital northland market. Call your West-Holliday man now!

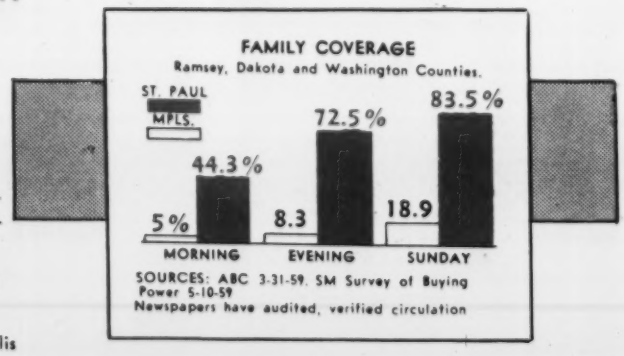
REPRESENTED BY
WEST-HOLLIDAY Co Inc
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

THE 13th MARKET IS "TWINS"

But YOU HAVE TO SET DIFFERENT PLATES



The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"



ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis

McCarthy to Head TV Film Export Unit

NEW YORK, May 17—John G. McCarthy, who is now director of the U. S. Office of Economic Affairs in Paris, with the rank of minister, has been elected president of the Television Program Export Assn., a group formed last year by 11 companies selling television films abroad. Mr. McCarthy expects to take over his new duties June 15.

TPEA was organized to do for the tv film industry what the Motion Picture Export Assn. does for Hollywood—negotiate for the industry with foreign governments and foreign film industries. Prior to joining the U. S. State Department in 1957, Mr. McCarthy was a vp and chief operating officer of the motion picture group. Merle S. Jones, president of CBS Films, has been serving as president during TPEA's organizational period.

■ William H. Fineshriber Jr., ex-broadcast executive who helped to organize TPEA and has been cited by the association for his work, has now joined the Motion Picture Assn. of America and the Motion Picture Export Assn. as an executive on television activities. Mr. Fineshriber will work with the motion picture group's television export committee. #

Kron Heads Export Push Group

As part of its program to expand exports, the U. S. Department of Commerce has set up a 14-man regional export expansion committee for the New York area. Arthur H. Kron, president of Gotham-Valdimir Advertising, has been named chairman of the committee. Similar committees will be organized in each of the department's 33 field offices.

Increases Rates, Guarantee

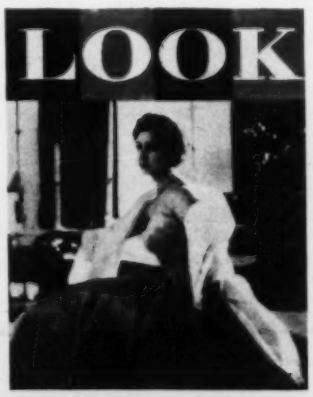
The *Journal of Industry*, New York, industrial weekly newspaper, has reported weekly controlled circulation of 23,000. This stabilized figure replaces the former rotating circulation of 10,000 per issue every third week. The one-time b&w page rate has been increased from $300 to $690.

Triton Names Curtis, Sarver

Triton Insurance Underwriters, San Jose, Cal., has named Curtis, Sarver & Witzerman, Long Beach, to handle advertising and public relations. The agency will also serve in the same capacity for Triton Insurance Exchange, the subscriber organization.

"Our LOOK advertisement was one of the most successful we ever ran, in terms of producing sales and opening up new markets," says H. F. Byrd, Jr., Secretary and Treasurer of H. F. Byrd, Inc.

Late in 1959, H. F. Byrd, Inc., of Winchester, Va., the world's biggest grower and marketer of apples, ran its first advertisement in a national magazine. The full-page, four-color Byrd insertion appeared December 8 in Zones 3 and 6 (South and Southwest) of LOOK's revolutionary new Magazone regional advertising plan. Here's what happened:



"First of all," reports Secretary-Treasurer Byrd, "dealer comment showed that the LOOK ad enhanced our position in the trade. The ad also gave our salesmen a perfect entry—and more important—a sales clincher. The development of several new markets can be attributed directly to this one ad."

In a letter to Byrd, Raymond Rhodes, divisional produce merchandiser of the Kroger chain, said, "We thought so much of your LOOK ad—with its beautiful reproduction—that we asked all of our store managers to buy extra copies of the magazine and display them above the Byrd apples."

In the first quarter of 1960, *only* LOOK—among *all* major magazines in America—attained record highs in circulation, advertising revenue and advertising pages. One reason for this evidence of unmatched vitality is LOOK's outstanding ability to produce sales results. For **LOOK means sales.**

Filling Up Fast . . .

More Than 300 Already Enrolled for 'Advertising Age' Summer Workshop

Third Annual Seminar to Be Held Aug. 2-5 at Palmer House, Chicago

CHICAGO, May 18—More than 300 advertising men and women from the U. S., Canada and Mexico already have signed up for participation in the third annual Summer Workshop on Creativity in Advertising, sponsored by ADVERTISING AGE.

The workshop will be held at the Palmer House, Chicago, Aug. 2-5. It begins on the evening of Tuesday, Aug. 2, and ends in mid-afternoon, Friday, Aug. 5.

Designed to provide an opportunity for the discussion of purely creative advertising ideas and problems dealing with both print and broadcast advertising, the workshop is not a convention. Instead, it is a hard-working three-day session aimed at mature, knowledgeable advertising people, giving them an opportunity to learn what's new, to get together with acknowledged leaders in the field, to swap ideas and know-how with other creative people, and to participate in creative experiments and demonstrations.

■ For example, a feature of the workshop this year will be a detailed discussion of 100 advertising campaigns—picked as the best or worst of the current crop by a distinguished "jury" of 24 advertising agency creative directors under the direction of Draper Daniels, exec vp in charge of creative services of Leo Burnett Co.

The ads will be reproduced in legible form in participants' notebooks as well as on the screen, and will be scored by participants. Then participants will break into five workshop groups, each with a discussion leader, to analyze and review 20 of the ads for approach, headline, layout, copy, etc.

■ Discussion leaders for this phase of the workshop will be Ernest A. Jones, president, MacManus, John & Adams, Bloomfield Hills, Mich.; Ray Mithun, chairman, Campbell-Mithun, Minneapolis; Wm. A. Marsteller, chairman, Marsteller, Rickard, Gebhardt & Reed, Chicago; Fairfax M. Cone, executive committee chairman, Foote, Cone & Belding, Chicago, and Chester L. Posey, vp and manager, McCann-Erickson, Chicago.

In addition, four important buyers of advertising will join in a panel to discuss the ads from their standpoint as buyers of advertising, rather than as creators. This panel will include Franklin J. Lunding, chairman, Jewel Tea Co.; James S. Fish, vp and director of advertising, General Mills; William S. Farrell, director of marketing services, Monsanto Chemical Co., and Ray Weber, advertising director, Swift & Co.

■ Similarly, the broadcast program will feature a review of outstanding commercials by a panel under the direction of Harry W. McMahan, AA columnist and noted tv consultant. The panel will be composed of Edgar Kobak, New York management consultant, former network head and radio station owner; E. H. Lotspeich, associate manager of advertising production, Procter & Gamble; Douglas L. Smith, director of advertising and merchandising, S. C. Johnson & Son; and Bea Adams, vp, Gardner Advertising Co., St. Louis.

In addition, an entire afternoon will be spent in actual television demonstrations in the studios of Fred A. Niles productions, with a program developed under the direction of Hooper White, commercials production manager of Leo Burnett Co., New York.

■ Other features of the Workshop include talks and demonstrations by Arthur C. Mayer, copy chief, Hicks & Greist, New York; Walter Guild, Guild, Bascom & Bonfigli, San Francisco; John D. Yeck, Yeck & Yeck, Dayton; Hal Stebbins, Hal Stebbins Inc., Los Angeles; Kenneth C. T. Snyder, tv-radio creative director of Needham, Louis & Brorby; Mitch Miller of Columbia Records; ADVERTISING AGE's "Creative Man," and Stephen Baker, vp and senior art director of Cunningham & Walsh, New York.

The cost of the participation in the workshop is $110, which includes five meals and a complete workbook, but does not include hotel accommodations. Full details of the program and reservation forms are available by writing to Summer Workshops, c/o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill. #

INTRODUCTORY DRIVE—*Sun Oil Co., Philadelphia, is using this poster in 20 northeastern states to introduce its new Sunoco 200X gasoline. Radio, tv, newspapers and magazines will be used also. William Esty Co., New York, is handling.*

D-F-S Promotes Two

Dancer-Fitzgerald-Sample, New York, has promoted R. Glenn Wilmoth to associate media director and James Hunter to media supervisor.

Rolfe Joins Forjoe

Joe Rolfe, previously an account executive at KDAY, Santa Monica, has been named manager of the Los Angeles office of Forjoe & Co., radio station representative.

Kenneth Menken Joins FC&B

Kenneth Menken, formerly with Lehn & Fink Products Corp., has joined Foote, Cone & Belding, New York, as account executive for Air-Wick.

Joins 'Sports Cars Illustrated'

G. W. Fleming, formerly with *Sports Car Magazine*, has joined the eastern ad staff of *Sports Cars Illustrated*, New York.

The Syracuse Market is BIG

229,181 Salesmen*
WORK THIS TERRITORY EVERY DAY!

. . . and they know the territory. The Syracuse Market is 15-COUNTIES-BIG . . . and covers one-third New York State's total area. It is delivered by only one efficient, low-cost way . . .

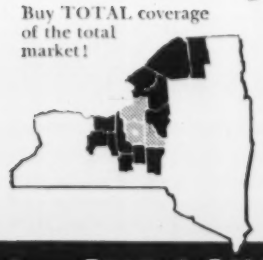
THE SYRACUSE NEWSPAPERS

This big, rich, buying market . . . ALL OF IT . . . must be in your advertising plans! No other combination of media in this area delivers comparable coverage at a comparable cost. Get the details—circulation, influence-power, and full market measurement from MOLONEY, REGAN & SCHMITT.

*The combined circulation of the Syracuse Newspapers.

FULL COLOR AVAILABLE—
Daily & Sunday

Buy TOTAL coverage of the total market!



*SRDS Consumer Market Data

America's Best Test Market — The 45th Metropolitan Market

Results of Selling Research Inc. Latest Test Market Survey

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN Evening Sunday • THE POST-STANDARD Morning & Sunday

Represented Nationally by MOLONEY, REGAN & SCHMITT

CIRCULATION Combined Daily 229,181 Sunday Herald American 202,737 Sunday Post Standard 103,496

That important sense of "touch"—

—the confident "feel" for what's needed to get desired results. It's experience; it's training; it's imagination, controlled co-ordination—and skill. • In advertising, from conception of idea to finished copy, it's what makes some advertisements more resultful than others. In photo-engraving, it's the guarantee that an advertiser's ideas will have all the brilliant, colorful impact-power in the pages of his media that was planned and worked into his original copy. . . . Which is one reason so many nationally known advertisers insist on ROGERS' master-craftsmanship year after year.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

YOU GET ACTION!

Your ad is clipped or marked for reference !

Your ad is referred to or discussed with other engineers !

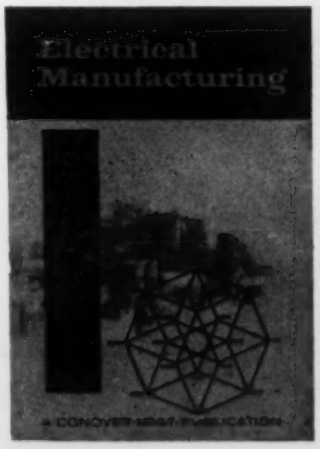
You get requests for more information; your salesmen are called in !

when you advertise in the Design Magazine of Science and Engineering

When the equivalent of 1 out of 4 readers does more than just read an advertisement... that's *action!* One ELECTRICAL MANUFACTURING ad received this response. A score of others fared almost as well.

Why should this one magazine, among design engineering publications, get such spectacular response? Because it's *more useful.* By serving the creative engineering needs of readers as well as their practical application problems — ELECTRICAL MANUFACTURING has become the most talked about, most wanted magazine in its field.

Why don't *you* respond to *this* message by asking your EM representative to show you the actual action response sparked by 100 recent advertisements? It could give you a whole new approach to profitable technical advertising.



IN THE CHIPS—*Outdoor signs like this one will kick off the Granny Goose potato chips campaign this month, along with monthly insertions in Life and tv and radio schedules. Lennen & Newell is the agency.*

'Life' Schedule Is Phase of Drive for Granny Goose Chips

SAN FRANCISCO, May 17—Granny Goose Foods will use monthly insertions in *Life*, outdoor posters and heavy tv and radio schedules to market its potato chip line.

Based on the concept of putting the potato chip in a plush, quality setting, the program includes a special "potato chip theme," written by composer-conductor David Rose, to be used as background for all radio and tv commercials.

The color page ads in *Life* reportedly will mark the first time a potato chip company has used that publication.

At the store level, Granny Goose will offer California grocers six major in-store promotions during the balance of the year.

Agency is Lennen & Newell, San Francisco. #

Ziff-Davis Names Three

Ziff-Davis Publishing Co., New York, has announced the following changes in its advertising lineup: Stanley R. Greenfield, former ad director of *Popular Photography*, has been promoted to director of sales development of the company, succeeding Arnold Rotsman, who has resigned. Succeeding Mr. Greenfield is Jack Jackson, formerly midwestern ad manager of *Popular Photography*. Sidney Holtz, of the magazine's New York sales staff, becomes associate director of the magazine.

Positan Expands Market

Drug Research Corp., New York, is moving north with its sun tan lotion, Positan. Introduced early in the year, it is now using 50 to 100 radio spots per week on stations in major markets. Page ads have been scheduled in *The American Weekly* May 29, and in *Look* June 7. Kastor, Hilton, Chesley, Clifford & Atherton is the agency.

John Power to Introduce Gin

John Power & Son Ltd., Dublin, will introduce a premium-price 94 proof gin into the U.S. within the next few weeks via an ad campaign by J. M. Mathes Inc., which handles Powers Irish whisky. The imported gin will be distributed by the wine and spirits division of Canada Dry.

WCAX Is NBC Affiliate

WCAX, Burlington, Vt., which had been affiliated with CBS for 20 years, has joined NBC.

Jackmeyer
ONE COMPLETE SOURCE FOR
TAGS and LABELS
Dynamically designed by specialists to attract, identify and spark more sales for your products. Whether it's Foil, Fabric, Vinyl, Mylar, Paper or Board, Pressure-Sensitive or Heat Seal, Jackmeyer does the whole job with speed and economy from creative design to finished product.
Call WAtkins 4-0265 or write Dept. AA.
JACKMEYER CORP. 253 W. 26th St., N. Y. 1, N. Y.
From Creative Art to Finished Product Since 1918

Bartell Promotes Wagner

Morton J. Wagner, exec vp of Bartell Broadcasting Corp. and previously general manager of KYA, San Francisco, has been named to the newly created post of general manager of the Bartell group of radio-tv stations, as well as general manager of its New York station, WADO. James A. Jordan, previously general sales manager of Bartell's Milwaukee station, WOKY, has been named assistant manager and director of sales at KYA. WADO and the Bartell headquarters have moved to new offices at 444 Madison Ave., New York.

Brew Names Molesworth

Richard D. Brew & Co., Concord, N. H., manufacturer of precision electronic components and high vacuum metallurgy equipment, has named Molesworth Associates, Boston, to handle its advertising and public relations. Capitol City Advertising, Concord, is the previous agency of record.

Ken-Tron Corp., Lynn, Mass., manufacturer of RF, connectors and telephone plugs and jacks for industrial and military use, has named Molesworth for advertising and public relations.

Blum Named WJW Sales Head

Jules C. Blum, formerly national sales manager at WDAS, Philadelphia, has been appointed sales manager at WJW, Cleveland, a post which has been vacant about five months.

'Paperback Review' to Bow

Paperback Review, a syndicated supplement covering the paperback book field and distributed via college newspapers, will bow in October. It will be published by Book Report Services Inc., 101 Fifth Ave., New York. Alan C. Gillespie is publisher and ad director. The 32-page roto publication will have a guaranteed circulation of 500,000, with ad rates based on $1,975 per b&w page. Frequency is twice yearly, with 1961 distribution scheduled for the weeks of Oct. 3 and Feb. 6.

Buffalo-Niagara Group Elects

Edward A. Brand, Niagara Mohawk Power Corp., has been elected president of the Buffalo-Niagara Sales Executives. Other officers include John R. Patterson, Lifetime Products Inc., and Lewis H. Walters, Coverall Service & Supply Co., vps; Vincent G. Jackson, Western Union Telegraph Co., secretary, and Robert B. Bolles, Baker, Jones & Hausauer Inc., treasurer.

Detroit T.F. Club Elects

The following men have been elected directors of the new t.f. Club of Detroit: T. L. Pickrell, *Automotive Industries;* Robert Murray, *Newsweek;* Jack Steelman, *Purchasing;* Fred Wilkes, *SAE Journal;* Brad MacKimm, *Automation;* Jack Yoder, *Oil & Gas Journal;* James Rice, *Construction Methods & Equipment;* William Jacobs, Hitchcock Publishing Co., and W. J. Mulder, *Iron Age*.

Geffert Joins 'Ingenue'

James T. Geffert, formerly a media buyer with Cunningham & Walsh, has joined the New York sales staff of *Ingenue*.

Smith Joins 'American Home'

Carter M. Smith Jr., formerly with *Family Weekly*, has joined the Chicago sales staff of *American Home*.

M-E Productions Adds Two

John R. Allen, previously in charge of tv-radio programming at Tatham-Laird, has been appointed a client service supervisor in the Chicago office of M-E Productions, radio-tv affiliate of McCann-Erickson. Beverly L. Smith, formerly a service representative for tv on the AT&T account at N. W. Ayer & Son, has been named a tv-radio account executive in the New York headquarters of M-E Productions.

Bittinger to 'Saturday Review'

Gaylord N. Bittinger, formerly with Standard Rate & Data Service, New York, has joined the national ad staff of *Saturday Review*, New York.

Burgess Joins Sackel Agency

George E. Burgess Jr. has joined Sackel Co., Boston, as an account executive. Mr. Burgess formerly was copy chief for Arnold & Co., Boston.

SAC IN TRANSITION

A Special Aviation Week Report on the Strategic Air Command's Transition into the Aerospace Age

The changing role of the Strategic Air Command in the national defense picture will be featured on June 20th in a special 36-page report prepared by AVIATION WEEK editors with on-the-spot coverage of the SAC Command—The nation's shield against aggression.

This exclusive report will be published in answer to the growing requirement for an improved national understanding of SAC's changing role as the primary deterrent force guarding national security. The annual R&D issue will be devoted to this message which is today's most challenging subject.

The Strategic Air Command's deterrent position has undergone complex and fundamental changes in its transition to a Strategic Aero-Space Command—with its formidable bomber fleet soon to be reinforced by intercontinental ballistic missiles operationally deployed to instantly counter any aggressive action.

The transition of SAC is one of the most rapid and exciting events in the history of our nation and its defense. What SAC needs, what lies ahead and the weapon systems to be employed in the immediate future will be key subjects included in this first-time technical evaluation. The impact of new technologies and weapon systems has changed the entire defense concept and the response of SAC to these new requirements has been effective and positive.

AVIATION WEEK editorial teams are now engaged in the compilation of the new SAC story—one that will generate world-wide readership. This issue, "SAC In Transition," offers manufacturers and suppliers of the aerospace industry an unusual opportunity to advertise and identify their role in the national defense effort.

Aviation Week and Space Technology

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

© AVIATION WEEK McGRAW-HILL PUBLISHING CO.

CHARLESTON METRO AREA
(Charleston County)

SOUTH CAROLINA'S FASTEST GROWING MARKET

A $50,000,000 PLUS FOOD MARKET AND GROWING EVERY DAY

In 1959 over 1,500,000 combination lines of retail food advertising appeared in the Post-Courier. For the first three months of 1960 2,878 tie-in ads for a total of 87,230 lines appeared in our food pages.

Where else but in the food section of the Post-Courier can you reach and sell your food store buyers and the all important consumer.

SOUTH CAROLINA'S BEST READ NEWSPAPERS

Charleston EVENING POST NEWS and COURIER

Represented Nationally by THE JOHN BUDD CO

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

CBS Films Appoints Mullins

L. Boyd Mullins, previously manager of the San Francisco office of Independent Television Corp., tv film producer and distributor, has been named an account executive in the San Francisco office of CBS Films, tv film distributor. Mr. Mullins replaces Kenneth Flower, who has been transferred to the New York headquarters of CBS Films.

Camden Names Babcock

Camden County Beverage Co., Camden, N. J., has named Babcock, Romer, Carberry & Murray, Philadelphia, its agency. J. M. Korn & Co., Philadelphia, is the previous agency of record.

FROM HERE TO MODERNITY—*John W. Shaw Advertising expanded into three adjoining brownstone buildings in Chicago, was finally forced to move to larger quarters, and now occupies the upper two floors of the newly-constructed John W. Shaw Bldg.*

Shaw 'Sales Managers' Screen Ads Before They're Submitted to Clients

Agency Traces 12 Years of Growth as It Moves to New, Roomier Quarters

CHICAGO, May 17—John Shaw sat in his still unfinished office in the new John W. Shaw Bldg. and recalled some predictions he had made twelve years ago.

In 1948 Mr. Shaw told ADVERTISING AGE (AA, Dec. 13, '48) he was some day going to hire "an ultra-realistic sales manager to look over and criticize everything that comes out of John W. Shaw Inc. and put it through every obstacle course the client would think of doing—before the client ever sees it."

■ Today the agency has, not one, but four, "sales managers" who, as members of Shaw's marketing committee, put all the agency's creative work under the microscope.

■ It was also in 1948 that Mr. Shaw told his plans for adding large accounts: "We don't ask for the whole works at once; however, we do ask for a small piece of the business and a chance to prove what we can do for the client."

This was the method he used in adding John Morrell & Co., Goetz Brewing Co. and a good share of the Quaker Oats Co. account to the agency roster.

Fruition of these 12-year-old plans is given large credit for the agency's growth from billings of $1,500,000 in '48 to about $9,500,000 today.

■ The Shaw agency recently completed a move from three adjoining brownstone buildings to its new home, at 200 E. Ohio St. The agency occupies the top two floors of the five-story office building.

Although the carpenters and painters were still finishing up, some 70 Shaw employes reveled in the modern surroundings, in sharp contrast to the crowded quarters they had vacated.

Recalling the crowded conditions of the former location, Mr. Shaw said, "We had three floors and a basement. One time a prospective client came in for a conference. He refused to walk up the three flights of stairs to the conference room. I don't blame him. We held the conference in the reception room."

Mr. Shaw took the occasion of the move to make a further prediction for the ten or twelve years that lie ahead:

"Agencies will more and more become marketing agencies—although we may continue to call them advertising agencies," he said. "Agencies will have to offer more and more services, not only creativity."

■ Mr. Shaw has done his own branching out of late. In June, '59, Wesley Aves, Kenneth C.

MAIL CALL—*Mail pickup for upper floors at Shaw's old building was done with a basket and rope via the stairwell.*

TEMPORARY—*Agency president John Shaw assures a visitor that odd trappings in his new office are just temporary; paneling will eventually cover the plaster walls.*

Ad Clinic #18

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Watch your grammar

Here's a case of good headline spoiled by just one word.

Should be "quickly" instead of "quick."

We're both wrong. Should be "quickest." Actually, Sheraton makes and confirms hotel reservations anywhere — electronically — in *just 4 seconds* with its wonder machine, *RESERVATRON*. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how this ad pulls, send for free, 104-page booklet that's just chock-full of info on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #18, 470 Atlantic Ave., Boston, Massachusetts.**

COLOR makes THE difference in REMARKABLE ROCKFORD

Could be that Remarkable Rockford leads the state in retail sales, outside Chicago, month after month, because of all the ROP color advertising in the Rockford newspapers. These two newspapers led all newspapers in the state in ROP retail color linage in January and February including the Chicago newspapers . . . and were 38th in the country for the first quarter. Put real impact into your selling — use color in the . . .

ROCKFORD MORNING STAR
Rockford Register-Republic

The most important story in tomorrow's news

. . . from your standpoint, would be the story that most deeply affects your business and family life. It might be a news development involving missiles, education, travel, wages, taxes, insurance, health—or one of a dozen other important subjects.

Provocative, isn't it, to consider how the really important news so directly influences our decisions, our very lives?

Equally provocative is the realization that the more important and responsible people become, the more they depend on the essential news in making their decisions.

Only one magazine in America today concentrates its entire content on the really important news of national and international affairs . . . the news that responsible, intelligent people need and use. Measured by this key value alone, "U.S.News & World Report" is clearly . . .

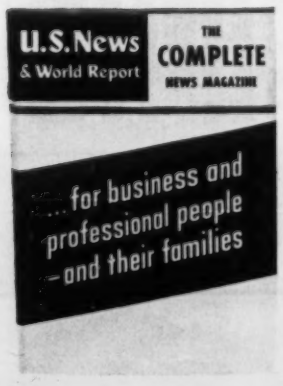
The most important magazine of all

Each and every week and year after year, "U.S.News & World Report" is read intently by a major segment of the important people in business, industry, government and the professions.

They know it gives them information they can use in their business and personal lives, to guide their plans and decisions . . . today and tomorrow. And the overwhelming majority of these 1,150,000 important, busy people read no other news or management magazine!

Ask your advertising agency for the documented facts on the growing recognition of "U.S.News & World Report" as the important magazine . . . from your standpoint, very likely the most important magazine of all!

U.S.NEWS & WORLD REPORT



America's Class News Magazine

Now more than
1,150,000
net paid circulation

Advertising offices, 45 Rockefeller Plaza, New York 20, N. Y. • Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London

are you on his shopping list?

Pennsylvania farmers buy each year*...

Tractors	23,040 (units)
Fertilizer	626,000 (tons)
Building Materials	$117,233,000
Drugs	$35,434,000
Furniture and Appliances	$74,631,000
Retail Food	$369,865,000
Automotive	$322,703,000
Gas and Oil	$125,551,000

*Rural sales as compiled from Sales Management and government data.

Total spendable income reaches $1,004,100,000 yearly!

Pennsylvania Farmer

HARRISBURG, PENNSYLVANIA

STRAIGHT-LINE

SELL WITH STATE and LOCAL FARM PAPERS

MEDIA MIX—*Shaw's media department, which formerly operated in one corner of the converted brownstone quarters, now operates in more business-like surroundings.*

Ring and Mr. Shaw formed Aves, Shaw & Ring, in Grand Rapids, Mich. George Grabin joined forces with Mr. Shaw to form Grabin-Shaw, Milwaukee, last November. And last February Shaw-Hagues (with David W. Hagues) was formed as a new ethical pharmaceutical agency here in Chicago. Mr. Shaw serves as board chairman of all three agencies.

■ The four "sales managers" on Shaw's marketing committee—all account supervisors—are P. L. O. Smith, a veteran of 23 years in the food field; Norman R. Anderson, formerly a buyer at R. H. Macy & Co.; Sigmund T. Seaman, formerly a vp and director of marketing of Webcor, and C. J. Allen, who spent seven years with Kroger Co.

Serving with them on the marketing committee are William Ries, account supervisor; George Filipetti, creative director; Joyce Turovlin, research director, and Richard Rogers, media director. David E. Guerrant, exec vp, directs the committee. #

Tillamook Uses 'Laramie' in 9 Outlets to Push Cheese

Nine West Coast tv outlets are being used this month by Tillamook County Creamery Assn., Tillamook, Ore., via the NBC network show, "Laramie," plus ads in 63 newspapers and *Sunset Magazine* to advertise its cheese (AA, Jan. 4).

Stations being used are KERO-TV, Bakersfield; KMJ-TV, Fresno; KGW-TV, Portland; KRCA-TV, Los Angeles; KCRA-TV, Sacramento; KFSD-TV, San Diego; KRON-TV, San Francisco; KING-TV, Seattle; KHQ-TV, Spokane, plus community antenna systems in 109 communities outside the primary coverage areas. It is Tillamook's first use of network tv. Agency is Showalter Lynch Advertising, Portland.

Bilhuber Joins Schering

Edmund W. Bilhuber has been named assistant to the director of advertising and promotion of Schering Corp., Bloomfield, N. J., pharmaceuticals manufacturer. He formerly was sales manager of Knoll Pharmaceutical Co., Orange, N. J.

'Look' Steps Up Magazone Plan to Every Issue in '61

NEW YORK, May 17—Because of "extremely heavy advertising volume," *Look* will offer its Magazone plan with every issue, rather than every other issue, effective Jan. 3, 1961.

According to Gilbert Maurer, manager of regional advertising for the magazine, 175 advertisers have scheduled more than 1,000 insertions under the regional plan since the first of the year. #

Stations Spent $22,042,000 in Newspapers in 1959

Radio and television stations invested a national total of $22,042,000 for newspaper advertising during 1959, according to "Newsprint Facts," publication of the Newsprint Information Committee. The expenditure represents a 5.7% increase over 1958 station advertising in newspapers, the magazine said.

McGraw-Hill Shifts Reichard

William J. Reichard, formerly district manager of *American Machinist/Metalworking Manufacturing* in Cincinnati, has been named district manager of the McGraw-Hill publication in Detroit. He succeeds Gifford Plume, who has resigned.

Bolling in Minneapolis

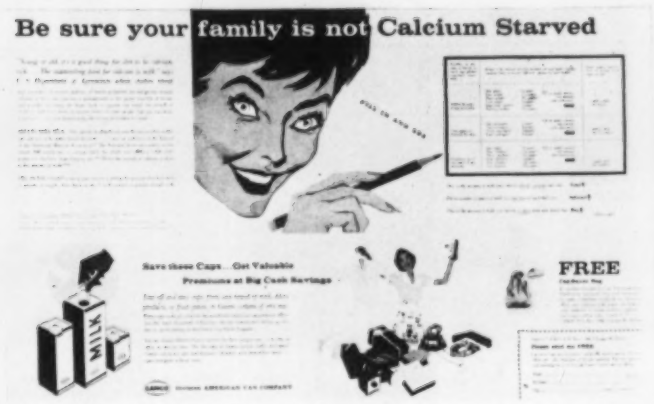
Bolling Co., New York, radio-tv station representative, has opened an office at 1102 Northwestern Bank Bldg., Minneapolis, its 13th branch. James D. Bowden, who has represented the company in Minneapolis, will head the new office.

KARD-TV Names Peters, Griffin

KARD-TV, Wichita, formerly handled by Edward Petry & Co., has appointed Peters, Griffin, Woodward its national representative.

Swallen to 'Life'

James W. Swallen, formerly eastern ad manager for *House & Home*, has joined the New York sales staff of *Life*.



NEW CANCO MILK PUSH—*American Can Co. will touch off its 1960 ad push for milk cartons with this spread in the May 29 issue of This Week Magazine.*

American Can Uses Magazines, Premiums in Milk Carton Push

NEW YORK, May 17—American Can Co. will launch an advertising campaign for its milk cartons with a full-color spread in the May 29 issue of *This Week Magazine*.

Similar ads will appear later in issues of *Coronet*, *Ladies' Home Journal*, *McCall's*, *TV Guide* and *Woman's Day*. Roth Bros. & Co., Chicago, is the agency.

The ads will highlight and repeat the calcium-milk-health premium theme which Canco used in its first nationwide campaign to boost milk sales. This campaign was judged by the Assn. of National Advertisers as one of the eight best ad campaigns of 1959.

■ Such premiums as electric clocks, dressed dolls, hosiery, Dacron and Pima blouses and settings of stainless flatware may be obtained by consumers who send in caps clipped from Canco milk cartons. #

Eversharp Signs FTC Stipulation on Offers

Eversharp Inc., New York, has signed a stipulation with the Federal Trade Commission promising not to use the word "free" or similar words unless conditions are "clearly and conspicuously" revealed at the outset so as to leave no reasonable probability the terms will be misunderstood.

The agreement also prohibits Eversharp from offering to refund the purchase price without clearly and conspicuously disclosing time limitations or other material conditions of the offer simultaneously.

Stauffer Denies FTC Charges

Stauffer Laboratories Inc., Los Angeles, has categorically denied Federal Trade Commission charges of false advertising claims for Stauffer's "magic couch" in connection with Stauffer's Home Plan providing for a low calorie diet. FTC claimed the device neither tones nor firms sagging muscles, and that any weight reduction from the Stauffer plan is brought about by reduction of caloric intake and not by using the device.

Lance Bell Joins OAI

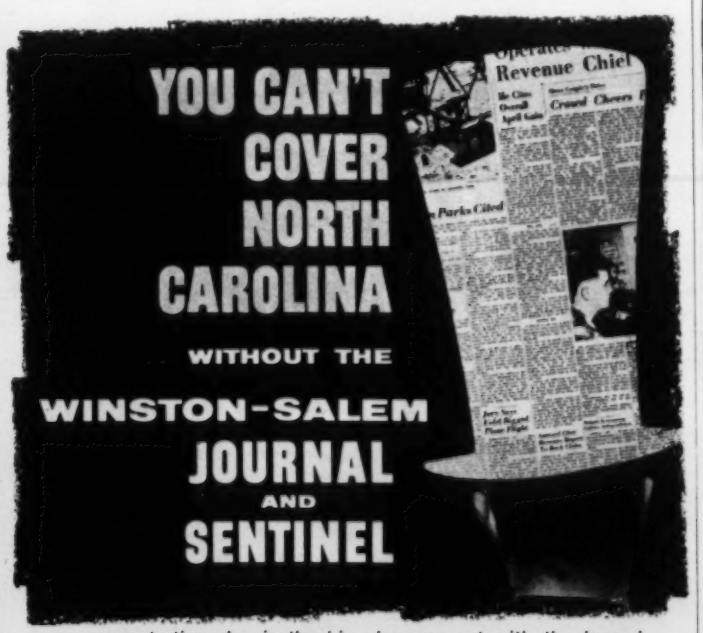
Lance R. Bell, formerly with Moloney, Regan & Schmitt, newspaper sales representative, has joined Outdoor Advertising Inc., New York, as an account executive.

Breese Reopens in Sarasota

Murray Breese, who closed down his Irvington, N.Y. agency in 1956 because of illness, will reopen his advertising agency in June as Murray Breese Associates, 95 Avenida Messina, Sarasota, Fla.

Offer 'Trademark Management'

The third edition of *Trademark Management - a Guide for Businessmen*, has been published by the U.S. Trademark Assn., 6 E. 45th St., New York 17. It sells for $3.



. . . penetration plus is the big plus you get with the Journal and Sentinel. Over 100% penetration in fast growing Winston-Salem . . . with more than 70% penetration throughout an 11-county trading area with over $½-billion in retail sales. Here's coverage where it counts . . . here's coverage you can count on . . . for genuine sales impact! Buy North Carolina's **COLORACTION** Newspapers. National Rep., Kelly-Smith Co.

make sure you get the order
localized advertising in the state farm paper which has earned his confidence . . . brings buying results
Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Pennsylvania people and Pennsylvania agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.
Pennsylvania Farmer
HARRISBURG, PENNSYLVANIA
STRAIGHT-LINE ADVERTISING available also in —
THE OHIO FARMER • MICHIGAN FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER
ADVERTISING
RELATED STATE FARM PAPERS

Dr. Johnstone Joins Agency

Dr. Daniel M. Johnstone, formerly medical director of the Wander Co., Chicago, has joined Burdick & Becker, New York, as medical director, succeeding Dr. Robert S. McCleery, who has resigned.

You Should See This Tremendous

New Promotional Tool

(actual size 2" x 3")

SEND FOR SAMPLE NOW

COMPACT
Tiny enough for purse or pocket, yet contains over 6,000 words of easily readable text.

MULTITUDE OF USES
This exciting new medium offers an intriguing new approach to—**New product introduction • Salesman door opener • Package tie-on • Premium.** Many titles available—Bible Treasures, 31 Quick Ground Meat Recipes, What To Do If You Have An Auto Accident, etc.

QUALITY
Printing and paper meet the highest standards. Covers are tough leather-like material, and *you will be amazed at the low cost.*

CUSTOM PRODUCTION
13 titles are available right now and can be personalized with your company name. Or, we will *custom produce a Fingertip book to fit your exact needs.*

David C. Cook Publishing Co.
Fingertip Book Division
Elgin, Illinois A

Send detailed information and sample Fingertip book at once.

Name_____

Company_____

Address_____

City_____ State_____

Oelhafen Gale Sr. Grossman Gale Jr. Mindak

PILLARS—*Samuel C. Gale Sr. presents his "10 Pillars of Persuasive Advertising with Enduring Value" to the Alpha Delta Sigma chapter at the University of Minnesota, which bears his name. Accepting the document are Norm Oelhafen, treasurer; Irv Grossman, vp; Samuel C. Gale Jr., president, and Dr. William A. Mindak, adviser.*

'Grain Age' to Bow in Fall

Grain Age, a new monthly magazine to serve the grain storage and merchandising industry, will be launched with an October dateline by Editorial Service Co., Milwaukee, publishers of *The Feed Bag* and other business periodicals. Advertising for the first issue will close Sept. 10. Regular monthly publication will begin with the January, 1960, issue. A controlled circulation of 7,090 readers, each being a grain storer with a minimum storage capacity of 100,000 bushels of grain is guaranteed. Rates for a b&w page are: Single insertion, $410; six issues, $370, and 12 issues, $340. There is a $100 premium for standard color.

Geer-Murray Adds 4 Accounts

Geer-Murray Advertising, Oshkosh, Wis., has been named to handle advertising for Ripon Knitting Works, Ripon; Universal Motors, Oshkosh; Fox River Paper Corp., Appleton, and Customark, of Appleton. Two persons have been added to the creative staff of the agency: Miss Cindy Thomson, formerly with Brady Co., Appleton, who will serve as account executive, and Charles Hafenbraedl, formerly with Kiekhaefer Corp., Fond du Lac, as a staff artist.

Yami Yogurt Pushes Sundae

Yami Yogurt Inc., Belmont, Cal., is preparing to promote a new "prune whip sundae" with radio, tv and magazine advertising. Spot announcements on stations KSFO and KNBC, San Francisco, and KCRA, Sacramento, and over KGO-TV, San Francisco, will be used. A color ad will appear in *Sunset Magazine*.

Bassett Joins Chicago Molded

Fredrick P. Bassett, formerly associated with Fitzgerald & Cooke public relations and the Portland Cement Assn., has been appointed advertising manager of Chicago Molded Products Corp., maker of custom molded plastic components, Campco sheet and molded dinnerware.

Beckert & Bradley Adds 1

Softique Inc., New York, manufacturer of Softique, a new bath oil, has appointed Beckert & Bradley Advertising, New York, to handle the product's introduction. The agency is now test marketing 10,000 eight-bath package units; the consumer debut is set for September.

Haase to Atlantic Refining

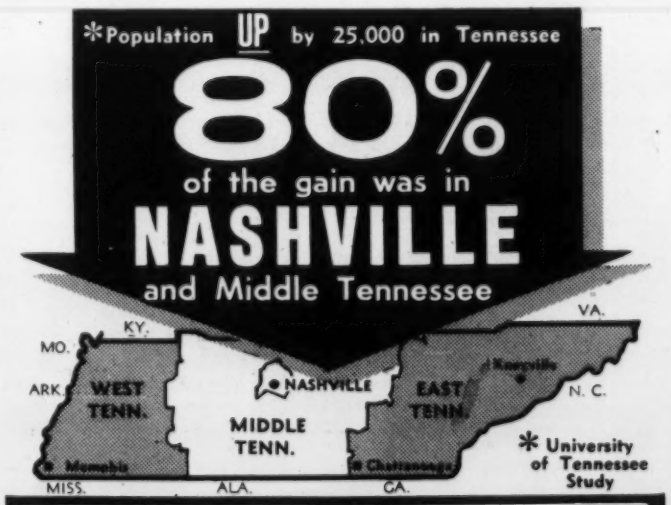
N. J. Haase, formerly with Ford Motor Co., Detroit, has joined Atlantic Refining Co., Philadelphia, as director of marketing research, a new post.

— to some, just a ship. To others, a monument to our great heritage . . . diligently, almost reverently constructed. In the same way, it often takes those who fully appreciate QUALITY to recognize it in today's better radio and television stations.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

*Population UP by 25,000 in Tennessee
80%
of the gain was in
NASHVILLE
and Middle Tennessee



* University of Tennessee Study

Nashville Banner
PLAN $16 MILLION IN HOMES

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT

Evening Morning • Sunday
NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Another Circulation Record

The San Francisco Examiner announces the highest daily circulation in its history -- 278,978. This new high by The Examiner, northern California's most popular newspaper for 73 straight years, tops The Examiner record of continuous new marks in daily circulation. The Sunday Examiner is 474,335 -- far and away the greatest in our market.

Publisher's Statement for six months period ending March 31, 1960, as filed with Audit Bureau of Circulations.

San Francisco Examiner

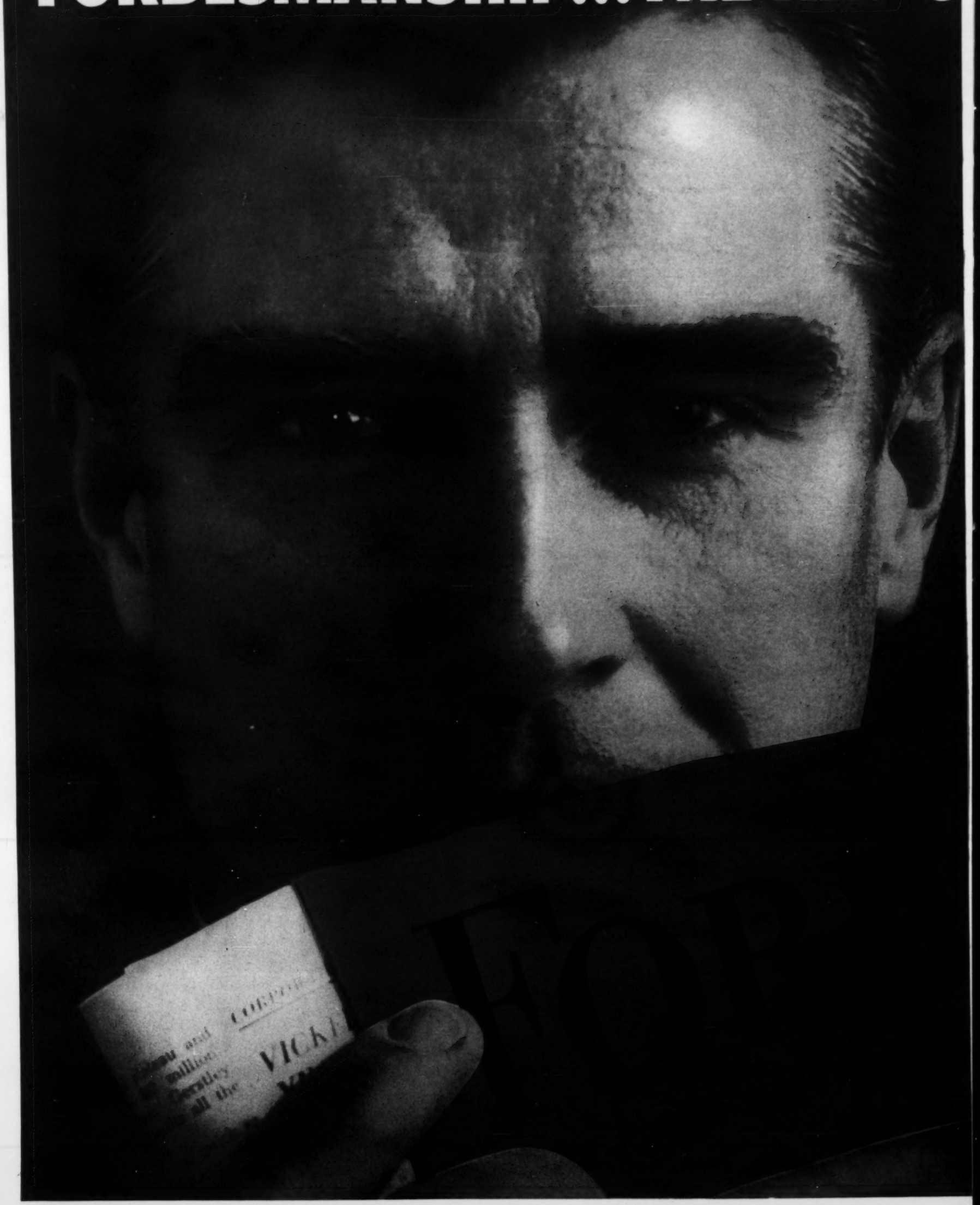
AN AMERICAN PAPER FOR AMERICA FIRST — THE AMERICAN PEOPLE

MONARCH OF THE DAILIES

Northern Californians know: "You're not getting the news unless you read The San Francisco Examiner!"

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE, INC. -- OFFICES IN PRINCIPAL CITIES

FORBESMANSHIP...THE ART O



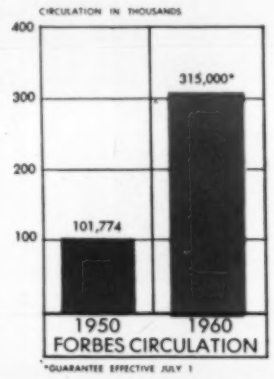
F SELLING THE BIG MARKET

...that's right under your nose!

The Sixties: will they sizzle or fizzle for your clients? A lot depends on you. Depends on how well you've kept up with the big things that are happening in the business-management magazine field. Have you discovered the big management market you can reach and sell in the pages of Forbes? Did you know that in circulation...

FORBES' GROWTH OUTPACED THE MANAGEMENT FIELD!

In less than 10 years Forbes' circulation has tripled despite three subscription rate increases! No other book in the field can match that rate of growth. What's more, you have little choice in numbers. Forbes' new July guarantee of 315,000 is less than 5% below Fortune's July rate base of 330,000; less than 10% below Business Week's 342,000. But here's the difference that makes all the difference...



FORBES IS READ BY YOUR CLIENTS AND THEIR CUSTOMERS!

You ought to know *who* reads Forbes and *why*. Survey your own clients, from the Board of Directors on down, and odds are you'll find Forbes readers. For business men whose time means money there's no substitute for Forbes. Forbes gives them the facts, hard and fast. Serves them up in a clean, crisp, lively format. Your ads get thorough reading, in this climate of acceptance. Look at the payoff...

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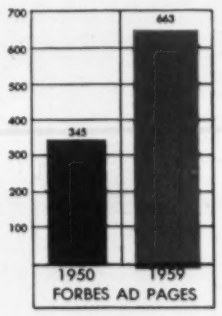
Forbes carries almost twice the ad pages of ten years ago, and just look at who the advertisers are! Big business advertisers. Smart buyers. Clients who want bigger visibility, bigger importance—and agencies who know where to get bigger attention and better results for their ads. Many agencies haven't spotted this, until now. Now that you know it...



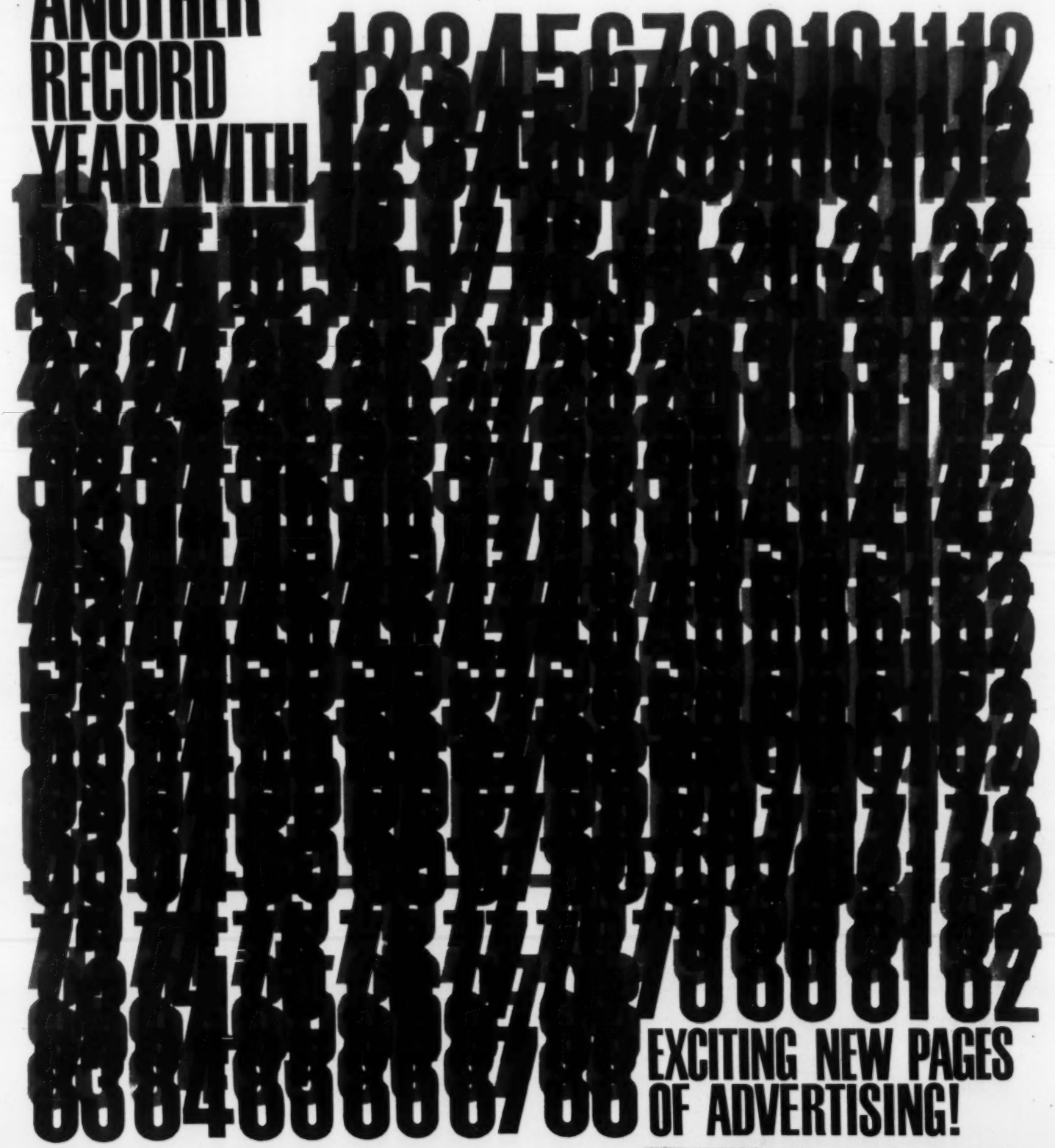
LEARN FORBESMANSHIP...THE ART OF SELLING BIG BUSINESS!

Give Pete Rees or your Forbes representative just fifteen minutes. He'll show you how to think big business—as Forbes does. Understand big business—as Forbes does. And how to be a hero to your clients' boss-men. The answers are right under your nose. Put FORBESMANSHIP to work for you—and your clients.

FORBES MAGAZINE • 70 FIFTH AVENUE • NEW YORK 11, N. Y.

Forbes Representatives—Chicago: 360 No. Michigan Ave. Cleveland: 562 Hanna Bldg. Dallas: 1416 Commerce St. Los Angeles: The Menne Co., 711 S. Vermont Ave. San Francisco: The Menne Co., 114 Sansome St.

HOLIDAY HEADS FOR ANOTHER RECORD YEAR WITH



EXCITING NEW PAGES OF ADVERTISING!

HOLIDAY..and 88 new pages mean: five of the first six issues of 1960 broke all-time ad records! Ad revenue is up 24%; linage, up 14%. Total revenue for the first half of 1960: $6,105,107—exceeding the total revenue for all of 1955! Twenty-three new big-space advertisers discovered the most select of selective markets: the more than 900,000 active, affluent families who read Holiday!

Feature Section

Advertising Age

Clear Thinking Needed: Groesbeck

C. M. Sees a Message for Ad Writers

Leber Poses 20 New Questions

Weiss Grabs the Gauntlet

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Allen Urges All Admen to Watch for Objectionable Ads, Clip and Send to Four A's for Criticism, Action

"Everybody in advertising" should participate in the "interchange of opinion" program of the Four A's, to combat objectionable advertising, Robert E. Allen, chairman of the association's committee on advertising content, believes. His plea for such specific, universal action, and the reasons behind it, were set forth in a speech, reproduced here in large part, at the association's annual meeting in April at Boca Raton.

By Robert E. Allen
President, Fuller & Smith & Ross

This subject of objectionable advertising seems to divide people into three major groups.

One group is the "ho-hum" group. They find this subject dull, boring, and uninteresting. They couldn't care less. They feel the critical blasts at advertising are only temporary—a big black cloud that will blow away. No need to do anything.

The second group are at the other extreme end. They shout their wrathful indignation of the harmful practices of others. They demand federal laws, state laws, and local laws. They claim that one medium is clean—has all real good "Brownie" points in their toothbrush chart. They point to *other* media as the shoot-em-up bad boys, who ride the all black horses.

The third group are business men, who are sincerely concerned about this advertising image and recognize this mounting barrage of criticism as one of THE MOST IMPORTANT AREAS FACING THE ADVERTISING BUSINESS TODAY. And this group is doing something about it.

■ My answer to Group No. 1 is this: The big black cloud is NOT temporary—it will NOT blow away.

There are several bills before Congress right now.

And here is brief quote from Earl Kintner of the FTC: "Because I believe so strongly in the integrity of the individual business man to solve his own problems, I believe you will implement this program on a day-to-day basis. And I might add that, *if you don't, enforcement troubles or more restrictive legislation will follow to add to your problems.*"

■ My answer to the second group is this: Media and advertisers and agencies should stop—yes, STOP—pointing fingers at each other. All of you have read about or attended meetings of various advertising groups that have proposed programs, codes, plans, ethical practices, and so forth.

Most of these fail to get down to the BEDROCK of practicalities.

Why? Because there is too much parochial selfishness! We seem to be more concerned with who, or which group, is the spokesman or the great savior of advertising.

We have had all the talk needed on this subject. What you need now is wrapped up in one simple word—ACTION. Action by a few people really willing to do some work.

■ My answer to Group No. 3 is this: God bless 'em!

Here is a group that recognize we have AN ELEVEN BILLION DOLLAR INDUSTRY! An industry vital to our free enterprise system, but an industry that is unable to tell its story—that is fearful or resentful of the law—confused over public opinion and divided in its approach to solving its problems.

Right now, there is a tremendous need for a calmer approach and a greater unity of action AMONG ALL GROUPS having a common stake in the outcome of this controversy.

■ Actually, there has been some real progress on this score. For over 14 years, the Four A's has operated an INTERCHANGE which deals with objectionable advertising.

It is not perfect, of course, but it has a whale of a record of accomplishments.

Unfortunately, there is a lot of misunderstanding about this interchange—what it does, how it works—whether or not it is effective . . .

■ Ever since the early days we have always had to be on the lookout for the *fringe operator*. You will remember this scene from Mark Twain's "Huckleberry Finn"—

The King: "What got you into trouble?"

The Duke: "Oh, I was selling a preparation to take the tartar off'n teeth. It generally did, too, and the enamel along with it!"

■ In Huck Finn's day, the methods of control were sometimes violent (tar and feathers) . . .

Today it seems that there are still a lot of *fringe operators*. In advertising there is a variety of possible offenses . . . misrepresentation, trickery, bad taste, and so forth.

■ To make this a bit simpler, you can say the abuses of advertising fall into two classes:

1. A misrepresentation of *fact* which can be proved and therefore covered by *law*.

2. Something that offends the public taste and is therefore a matter of opinion. Such matters are generally covered by industry *codes* for conduct.

Most of the ground rules, both legal and self-regulatory can be found in publications issued by the Better Business Bureau . . .

■ The abuse of advertising is a very serious responsibility for three parties—media, advertisers, agencies—because bad advertising undermines the public confidence in all advertising, and it dilutes the effectiveness of advertising budgets.

Bad advertising may bring on controls which will seriously curtail the important role advertising plays in our economy.

Since 1946, AAAA committee for improvement of advertising content has operated the *Interchange of Opinion* among agency leaders. This group of 17 professionals follows the standards of conduct laid down in the AAAA Copy Code, endorsed also by the ANA and AFA on matters of taste and opinion.

■ You can help. When *you* see an advertisement which in your opinion is objectionable to the public, you should send your criticism to the AAAA headquarters in New York City. AAAA will send the advertisement and criticism (unidentified) to the 17 professional advertising people, who make up the committee, located throughout the U. S. These men and women vote independently on the criticism and then send their comments back to AAAA headquarters.

The agency which placed the advertising is then notified of the committee's votes and comments. If the committee agrees that the advertising is seriously objectionable, the agency is expected to call the criticism to the attention of the advertisers. Also, the placing agency is asked to reply to AAAA within 30 days, advising us of the *corrective measures* taken.

If, in the opinion of the committee, the corrective measures are not satisfactory or the agency fails to reply, the committee reports the matter directly to the AAAA board of directors.

■ When the committee points out a breach of good practice, the campaign is frequently modified or discontinued. On *matters of behavior*, the judgment of one's peers can often be a faster and more effective method for bringing about better conduct than a court trial on legal matters.

In the last five calendar years, up to Jan. 1 of this year, 260 criticisms have been processed by the committee. Of these 260, a majority of the committee agreed in the cases of 151—58%—that the advertising was indeed objectionable.

Of these 151, the main causes of criticism were:

1. Bad taste	88
2. Manifestly misleading	44
3. Unfair—excessively derogatory or for some other reason, objectionable to the public	19

■ Now—here's the record:

In the last two years, there have been *only four instances* where our committee regarded the advertising as *seriously* objectionable and where the agency concerned failed to take corrective action or make a satisfactory reply. Three of these agencies were NOT members of AAAA. The fourth is under review.

The interchange has been effective

YOU CAN HELP TO CLEAN UP ADVERTISING

"Keeping watch on objectionable advertising is a job for everybody in advertising.

"If you see an objectionable advertisement in print, tear it out or make a note of it.

"Send the information to American Assn. of Advertising Agencies, New York 17, N. Y.

"If you see or hear an objectionable commercial on television or radio, note the advertiser, the station, the date and time, and send it to AAAA, 420 Lexington Ave., New York 17.

"Whether you are with an advertising medium, an advertiser, or in an agency—you, as an individual, can register your opinion on advertising placed through agencies."

—From report of Robert E. Allen, chairman, committee on advertising content, American Assn. of Advertising Agencies.

voluntary self-regulation.

Keeping watch on objectionable advertising is a job for everybody in advertising.

If you see an objectionable advertisement in print, tear it out or make a note of it.

Send the information to AAAA, 420 Lexington Ave., New York 17.

■ The growth of television and its exceptional means for commercial persuasion requires new disciplines on advertising. This new need caused the AAAA to issue a further interpretation of its Copy Code for Television.

AAAA employs a monitoring service as needed to record television commercials. This enables us to send photoscripts of the commercial in question to all interchange members for their opinions and vote.

So, once again, if you see or hear an objectionable commercial on television or radio, note the advertiser, the station, the date and time, and send it to AAAA, 420 Lexington Ave., New York 17.

Whether you are with an advertising medium, an advertiser, or in an agency —*you*, as an individual, can register your opinion on advertising placed through agencies. #

Agencies Ask Us . . .

Clear Thinking Required in Advertising's Present Predicament

By Kenneth Groesbeck
Advertising Agency Consultant

Like everyone else in advertising, I have been deeply distressed by the unfavorable public image which increasingly shadows our business. I have wondered if it is deserved. And I have asked myself, "What, if anything, can we do about it?"

Kenneth Groesbeck

Slowly I have come to the conclusion that what we need most of all at the present time is *clear thinking*. A moment's reflection will show you that this sovereign remedy is the one primarily called for in every business difficulty; indeed in every trouble which besets us in life.

You will almost surely agree, also, that clear thinking is among the rarest of human attainments. Clear thinking, the kind of close and cogent reasoning which distinguishes sound legal, legislative and juridical procedure, is provable, demonstrable and completely free from emotional bias or influence.

■ Since our human affairs are so often governed by our emotions rather than by our reason, it is extremely difficult for us to think clearly. The more important the problem, the more it affects our money affairs and our community standing, the more it tends to be muddied up by emotion, wish thinking, rationalization and the many other psychological weaknesses we advertising people know so well.

Let us see if we can think clearly about our own pressing problem, and if such mental exercise gets us anywhere toward a solution.

First, some definitions and statements of fact.

Is unfavorable opinion growing about advertising? Yes, surely.

What has caused it? The errors, exaggerations, downright falsehoods of the few, magnified and blown up to frightening proportions by publicity, scandal, the well-recognized human propensity to find bad things more interesting than good ones.

■ Does this unfavorable opinion of advertising do the business real harm? Yes, in that distrust of all advertising, however unfair this may be, makes even true advertising less likely to be believed. Thus it automatically makes all advertising more expensive. Definitely it costs more, in time and space, to convince those unfavorably disposed toward us than those who incline to believe us. It's just that simple, financially speaking. So obviously we ought to do something about it, if we can.

Two general types of regulation are possible: that which comes from within the industry and that which is superimposed upon us from without.

Naturally we all prefer the former. It is sufficient to make the point here that *unless the industry does its own regulating, firmly and effectively, government will be only too glad to do the job.* The political rewards and the favorable publicity attending such police actions are extremely tempting.

■ Next question: Granted the industry should clean its own house, what sort of cleaning should it perform, and of what undesirable, unsightly areas and operations?

Here we need the clearest kind of thinking if our actions are to be justified. Emotion charges us to sweep the whole mess into the ocean. Make a thorough job of it, while we are at it. Leave nothing in advertising to which people can take exception.

This, when you come to think about it calmly and logically, is wrong, unfair, not practical. Simply stated, it won't work.

Advertising should set up a definition of what it considers wrong. This definition should be logical, just, fair to all, obvious, so that no one is likely to argue with it.

■ I submit, as a starter in your thinking, that anything in advertising *which does human beings harm*, is wrong, and should be barred. And I see no justification whatever for considering anything else wrong, or attempting to bar it from our publications and our air.

I do not think we have any right to bar bad taste, or bad smells, or undue frankness, or anatomy, or anything else. If you don't like these things in your drawing room, don't look at them. If they sell goods, as so often they surely do, what right have we to attempt to bar them? Freedom of speech is basic American policy, you know.

You are getting, sir or madam, a lot of free entertainment on your television screen, and for a few pennies a mass of information and enjoyment from your magazines; from your newspapers a truly astonishing coverage of world and local affairs. Into your home with these inexpensive services come the claims of the advertiser.

■ I submit that we should proceed against any actual untruth or deception, since these can well work harm to the individual. Barring this, for my money, the sky's the limit.

You see, if advertisers go too far in their claims, if they are meretricious, tricky, clearly off-color or off-actuality, they defeat themselves. And I do not believe we can find any justification, other than an emotional one, for doing anything about it, as an industry.

We don't attempt to stop our fellow men for bad taste or bad manners in their daily lives. We figure they are self defeating. The same, I submit, with advertising, where the departure from good taste is even more quickly evident and sooner self-correcting.

Much of the current talk about what advertising should do to restore us to public esteem appears to me emotional, unpractical, illogical, and pointing toward procedures which won't work.

As soon as possible the business should clearly delineate what it regards as wrong, and say what it proposes to do about it.

■ Of all other advertising activities, the industry should say "If you don't like them, if you don't want to believe them, that's okay with us. That's the way they will get regulated, by failing to sell goods, because of your disbelief."

There leave it lay. Let's stop pretending to virtue we haven't got. Stop talking about measures we have no intention of utilizing. We are a business whose job it is to sell goods and services. Mainly we do it honestly. Tell people that we will actively proceed against any advertisers or agencies which do them harm. Other than in this area, we do not admit we are at fault, so stop picking on us.

It's time we showed some guts. We are letting everybody walk all over us. Time we we stated supportable basic principles, and stuck by them.

How to go about it?

■ Some authorized body—the Assn. of National Advertisers, for example—should decide to speak up and act, with dignity and power, on behalf of advertising.

This body must clearly and publicly define what advertising considers to be wrong behavior, harmful to the public. Almost certainly "harms" will be found to be in the realms of health and money. These are apparently the most vulnerable areas for disreputable advertising.

The acting organization may well utilize the ample powers already given by

The Creative Man's Corner . . .

The Human Element

The problem of switching a consumer from the product he is using to one you would like him to use is a perennial one and a perplexing one—especially when, no matter how well or carefully your product is made, it differs little from competition. At this point, it becomes maddeningly difficult to find even

A Member of National Distillers Family of Fine Brands

a copy difference that might accomplish the desired result.

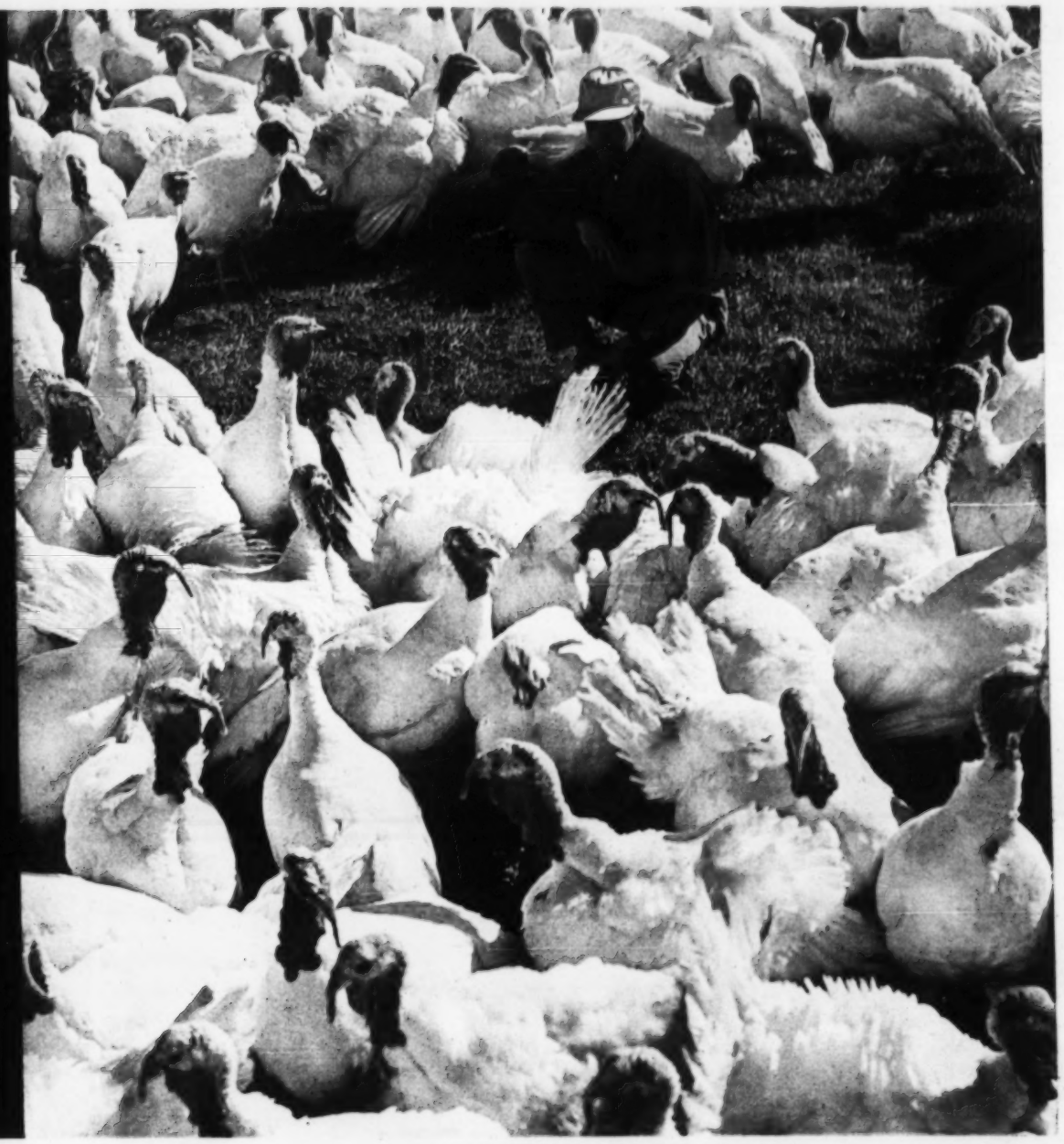
Most solutions to most problems, in the end, are simple solutions—the really successful ones, anyway. They're the kind that make you say to yourself, "Why didn't *I* think of that?" Or, "Why didn't I just do the obvious?"

This PM ad reflects no particular brilliance—insofar as verbal or visual pyrotechnics go. It does, however, reflect the honest desire of the communicator to reach his reader. Finding no coruscating way to blind him, he simply places his problem in his reader's lap: *How can we convince you to try a bottle of today's PM?* And what happens? He immediately enlists his reader's sympathy.

The copy says, in part, "If you are like most men, it is probably not easy to get you to try a brand other than the one you are now drinking. Quite likely you have used it for years and are very well pleased with your choice." It winds up by modestly stating that there is "a good chance" the reader will find PM a better drink than he is currently enjoying.

Few ads we have seen carry so cogent a message to every writer of advertising—which is: To win your reader, talk to him as if he were sitting across from you, a human being like yourself, and not just another statistic in a market to be won by a purely fictitious entity known as an "advertising copywriter." #

Take Twelve Thousand Turkeys . . .



Warren Johnson of Chester County, Pennsylvania, as featured in Farm Journal

. . . add beef cattle . . . and dairy heifers . . . and a 350-acre farm. No doubt about it, Warren Johnson is a very busy man. In fact, this picture is the only time he has ever been caught in a no-motion pose.

Top farm operators, like Warren Johnson, look to FARM JOURNAL for the latest farm news and money-making ideas—nationally and regionally. FARM JOURNAL gathers this vital information in *every* part of the country; delivers it to *any* part of the country. From wherever it happens, to wherever it matters.

To reach and influence the Warren Johnsons *everywhere*, advertisers invest more dollars in FARM JOURNAL than in the next two farm magazines combined. They know that nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL.

FAST FACTS ON FARM JOURNAL

- The biggest farm magazine in the world
- More than 3 million net paid circulation
- Bought and read by more farm families than the next two farm magazines combined

The magazine farm families everywhere depend on . . .

FARM JOURNAL

GRAHAM PATTERSON, Publisher
RICHARD J. BABCOCK, President

Congress to the Federal Communications Commission to "protect the public interest." Under these powers, any advertiser can be brought into court and restrained or penalized for transgressions against these interests. Probably we need a grievance committee for public access.

Such a policy for advertising will immediately start to improve our public image, will it not? Here, the people will realize, is intelligent and effective self regulation.

As instances accrue where offending advertisers are pilloried by publicity or actually restrained from harmful communications, we shall soon have advertising cleansed of real offenses.

With the clear conscience gained by such internal regulation, advertising can stand up for its rights, give the public wise guidance in its thinking about the rights and wrongs of promotion, and stop ducking every time a detractor picks up a handful of mud. #

The Peeled Eye Department . . .

That Non-Tobacco Cigaret

By Dick Neff

Should Cigaret Packages Carry a Table of Contents?

For really great reading, it would be hard to beat the introductory advertising for Vanguard cigarets. The only thing about it that made us wonder a little was the reference to the vegetable fiber content of Vanguards. It rang a little bell somewhere back in our mind that we find tinkling right out in the open now that we have seen an auction announcement by Vanguard's manufacturer.

Dick Neff

"Now it can be told!" writes Joseph T. Ott, of *Better Homes & Gardens*, who spotted it.

"At odd times," he says, "I have speculated as to the combustibles in this cigaret . . . Not until yesterday morning when my eye lit on a sale of assets by the manufacturer . . . which has been ordered by the court [did I get] the answer. In addition to cigaret packing machinery, office furniture and other oddments going under the hammer, appeared this Peeled Eye-Opener: 72 bales cornsilk!!"

'What's Poisonous This Morning?' (Continued)

A few weeks ago we quoted a then current gag in Washington, D. C., home of the free and the brave, protector of human rights, where fearless cranberry inspectors wage mighty battle against bug-spray Borgias stalking the land.

The gag: "What's poisonous this morning?" The answer—supplied by a recent ad in the *New York Times* Book Review: Just about everything.

Dimple-eyed Janet Spero, of a large New York agency, spotted the ad ("A warning about the poisons in your food,") and called our attention to the *Times'* thoughtful placement of a review in the adjoining column headlined, appropriately enough, "Bonjour."

What Good Is Motherhood Without a Mother's Day?

As a special service for our readers, we present here our very favorite Mother's Day card so that they, too, might obtain inspiration from it for any sentimental writing that might be called for in their clients' promotional efforts.

Box Cards Inc. nurtured this tender flower to life. Almost ranks with "To Peggy," "The Kid in Upper 10," and "What Is a Boy?" doesn't it?

By special permission of the copyright owner, Box Cards, Inc.

Maybe We'd Better Compromise and Not Think At All

"Couldn't help but think of the Peeled Eye Department when I noticed the enclosed two ads staring at each other across the gutter in the *Sacramento Union*," writes an alert scout in California. "So I thought BIG and tore 'em out for you."

Makes a man think, all right, but kind of splits your thinking cap doing it.

The Artist's Life

"The attached announcement . . . was culled from a recent issue of *Newsday*, a Long Island newspaper, under the heading, 'Nassau News Notes'," writes Theodore I. Scarr, promotion manager of United Business Publications in New York:

> Douglaston
> Art League of Long Island, senior artist sexhibit opening reception, 3 PM, at 44-21 Douglaston Pkwy.

"I hope," says Mr. Scarr, "it is truly a 'typo' . . . because if not, Douglaston is due for a congressional investigation.

"One consolation, it's the 'senior' group . . . " #

ART & COPY

THINKS BIG
The Compact Without Compromise...THE LARK BY STUDEBAKER
SEE THE NEW STUDEBAKER CHAMP PICKUPS—HANDSOME, HUSKY, LOWEST PRICED TOOL

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

Contributions to this department will be welcome. Answers on Page 108.

1. Those who were waiting to see what would happen to Revlon's sales as a result of its quiz troubles noted that sales for the first quarter of 1960
   (A) Declined (B) Showed little change (C) Increased
2. Cost per commercial minute for CBS-TV's coverage of the summer Olympics will be
   (A) $5,000 (B) $10,000 (C) $20,000
3. Among the 42 companies that sponsor radio and tv coverage of major league baseball, the largest category is
   (A) Beer (B) Gasoline (C) Tobacco
4. As a group, the least effective kind of tv commercial has been found to be
   (A) All cartoon (B) All live (C) Live and cartoon
5. "Segue" is a term used in
   (A) Magazine printing (B) Broadcasting (C) Billboards
6. Top business paper advertiser is
   (A) U. S. Steel (B) General Electric (C) General Motors
7. Leading classification in national newspaper advertising is
   (A) Groceries (B) Automotive (C) Alcoholic beverages
8. Advertising and circulation produced a revenue of about $100,000,000 for the New York Times last year. The share contributed by circulation was
   (A) 5% (B) 10% (C) 20%
9. Average large department store is reputed to have the following share of its advertising costs paid by its vendors:
   (A) 7½% (B) 35% (C) 75%
10. In their last fiscal year department stores showed a 5% gain in sales. Their downtown units (as opposed to branches) registered
    (A) Decreases (B) No change (C) Increases
11. Current census is expected to show a population of 180,000,000. The first count back in 1790 came to
    (A) 4 million (B) 14 million (C) 24 million
12. Number of babies born each year in the U. S. is about
    (A) 2,000,000 (B) 4,000,000 (C) 8,000,000
13. Number of marriages each year runs about
    (A) 1,500,000 (B) 2,000,000 (C) 3,000,000
14. Back in 1935 clothing manufacturers produced 20,000,000 suits for men. The figure nearest today's production is
    (A) 20,000,000 (B) 40,000,000 (C) 60,000,000
15. Of all trips over 200 miles those made by air represent
    (A) 7% (B) 37% (C) 67%
16. Largest free-world airline is
    (A) BOAC (B) MATS (C) TWA
17. Portion of our farm production that is surplus comes to
    (A) 3% (B) 18% (C) 33%
18. Of the 665 billion miles traveled annually by motor vehicles, the biggest share is done on
    (A) Main rural roads (B) Urban streets (C) Local rural roads
19. General Motors employs over half a million people. Number of shareholders is
    (A) Smaller (B) About the same (C) Larger
20. Percent of American families now saving trading stamps is
    (A) 25% (B) 50% (C) 75%

WHEN YOU'RE MAKING UP THE MEDIA LIST, HERE'S **FOOD** FOR THOUGHT—

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News carries more food linage than any other Chicago newspaper—more than any other evening newspaper in the nation. This has been true for fifteen years because the Daily News is read by families who spend more money—on food and other items—whose median income is $1070 a year higher than Metropolitan Chicago as a whole. They are receptive readers too—who spend at least 35% more time with their newspaper than readers of the other Chicago dailies.

Salesense in Advertising . . .

This Campaign I Like

By James D. Woolf
Creative Consultant

Shown here are four advertisements typical of a campaign sponsored by the National Federation of Coffee Growers of Colombia. This campaign interests me because it succeeds in being strikingly original and different without resorting to silly off-beat gimmicks and irrelevant stunts and nonsensical devices so popular today in certain advertising circles. It does not seek to amuse or entertain the reader, and the copy makes a serious effort to sell him on the virtues of the Colombian coffee bean.

James D. Woolf

■ So interested was I that I wrote the federation asking for information concerning the thinking behind the campaign. Following is the federation reply:

"How does an organization use advertising to sell an idea? If it's the National Federation of Coffee Growers of Colombia, one would use a symbol.

"The current Coffee of Colombia newspaper and tv campaign in the ten major U. S. markets employs Juan Valdez to symbolize the qualities of Colombian coffee. This campaign was launched in the first week in January.

■ "More than 80% of the coffee growers in Colombia own and work small mountain plots of less than ten acres. Like all the people who live on the soil, they are fiercely independent, proud of their labor, and in love with their land.

"Juan Valdez typifies the Colombian coffee planter. Therefore, he is appropriate and realistic. Moreover, he is distinctive, interesting and believable. The impression is made that he is a great craftsman, the artisan, the 18th century cobbler who wouldn't turn out a pair of boots unless it was his best.

"More specifically, the federation is trying to educate consumers that Colombian coffee is the finest coffee in the world, and to look for and ask for good brands of coffee, which invariably contain Colombian coffee.

■ "The newspaper ads are all large size. In tabloids, full pages are run. In the eight-column newspapers, either full pages or 235 lines on 7 columns appear. Five ads are run in rotation, four showing Juan Valdez and one showing a large illustration of coffee beans.

"The illustrations are large, dominating the page. They are devoid of distracting elements. And they are completely relevant to the message.

"The copy is clear and concise. It gets right to the point, giving specific reasons why 'Colombian coffee has the best taste in the world.' Concreteness pervades, and gives the ads high believability.

"The coffee beans ad (full page of 1,000 lines, in the *New York Daily News*) received the following Starch ratings, in comparison with an average of 68 coffee and tea 1,043-line ads, which appeared between 1954 and 1959:

	Average	Coffee Beans Ad	% More for Coffee Beans Ad
Men			
Noted	9%	25%	177.8%
Read Most ..	3%	6%	100%
Women			
Noted	34%	48%	41%
Read Most ..	14%	15%	7%

"The copy close tells readers that Colombian coffee is invariably the dominant flavor in good coffee brands (the more Colombian coffee, the better the blend). This implies a purchase of the better brands.

"To allow consumers to better identify brands containing Colombian coffee, however, the federation has repeatedly reminded roasters and food retailers to mention in their advertising and promotions that their brands contain Colombians.

■ "In less than four months since this campaign has been under way, tie-ins on the part of these key groups have already taken place. Maxwell House coffee, the biggest roaster in the country, ran a full page trade ad, headlined: 'Maxwell House Proposes a Toast to Juan Valdez and His Glorious Colombian Coffees.' Several important roasters and retailers have indicated an intention of tying in in the future.

"Research will also measure the impact of this campaign at the mid-year and end-of-year points. Reactions of consumers will be determined and compared with those registered before the campaign started." #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available for five days' approval.

We don't know who's more stubborn—Juan Valdez or his mule.

Juan has a finca (coffee grove) 3,000 feet up in the Colombian Andes.

The soil there is rich. The air is moist. Two reasons for the extraordinary coffee of Colombia. The third is the stubbornness of growers like Juan.

Juan could let his coffee trees stand in the burning sun. But he plants tall trees to shade them (and bring out a remarkable flavor). He would sooner give up his finca than pick a single coffee bean before it is ripe. There he does it the way all Colombian coffee is grown and picked. By hand.

Arduous work. But worth it. Colombian coffee invariably has the best taste in the world. It is used as the dominant flavor in all good coffee brands (the more Colombian coffee, the better the blend).

Coffee of Colombia

Juan Valdez, coffee planter, proudly shows the entire yield of one tree.

Somebody called the region where Juan Valdez lives "fit only for eagles and snakes." But it is a paradise for coffee growing. 3,000 feet up in the Colombian Andes, where the air is moist and the soil is rich.

Juan could let his coffee trees stand in the burning sun. But, like all the men who grow Colombian coffee, he plants tall trees to shade them (and bring out a remarkable flavor). He stubbornly picks the beans one by one, to be sure he takes only the ripe ones. The result, only one pound of coffee from each tree.

But it has more character than any coffee in the world. Colombian coffee is invariably the dominant flavor in good brands (the more Colombian coffee, the better the blend).

Coffee of Colombia

On the Merchandising Front . . .

Does Mr. Abt Object to Free Competition?

By E. B. Weiss

For the second successive year, at the annual meeting of the Brand Names Foundation, its president—Henry Abt—has seen fit to launch a bitter attack on the private label.

E. B. Weiss

This year, Mr. Abt planned his attack from a new strategic concept patterned after the defense of the drug industry in the Kefauver investigation. In other words, Mr. Abt advances the rather remarkable philosophy that national advertisers have "large prior investments in product and marketing pioneering," and that "such investments must be somehow amortized," and that "when others come along and exploit this pioneering by private labeling these later sellers are the coattail riders of our economy."

I gather that what Mr. Abt would like to win for the manufacturer's national brand is freedom from competition of the controlled label. This is a novel philosophy. It never occurred to me that the advertiser buys with his advertising a privileged position with respect to competition. And I rather doubt that many advertisers ever have, ever would, or ever will take such a position.

■ Just why Mr. Abt concludes that the store-controlled label is the mortal enemy of the manufacturer's nationally advertised brand is very much of a mystery to me. But even more mysterious is the reasoning that leads him to conclude that the manufacturer who advertises thereby wins for his brand a privileged position with respect to any and all competition.

This becomes all the more difficult to comprehend when we remember that a substantial number of the members of the Brand Names Foundation make controlled labels in addition to their own advertised brands.

It also becomes difficult to comprehend his philosophy when we remember that:

1. Even patents expire. Does the advertiser buy immunity from competition forever and a day?

2. Manufacturers ride each other's coattails. That is why competing merchandise is so remarkably similar today. Is it permissible for manufacturers to ride each other's coattails, but not for retailers to ride manufacturers' coattails—if indeed this be coattail riding?

■ **3.** How much investment has really been made in *original* features in those merchandise classifications for which the major share of our national advertising dollar is expended? And if these original features are not sufficiently important to be subject to patent protection, are we to conclude that advertising gives them the equivalent of patent protection? Does advertising confer a monopoly right that cannot be won by patent protection—is it a new form of patent protection?

4. In those food classifications in which controlled brands are important, how much of a "prior investment in product and marketing pioneering" has been made by the makers of nationally advertised brands? Take butter. Take coffee. Take most soft goods. Take most small appliances. And even if there were a major investment in product and marketing pioneering on an unpatented product, doesn't free competition make it clear that these investments are the *normal risks* of business in a *free* society and *must be accepted as such?*

■ **5.** Don't retailers make major investments in market pioneering? Every time a new store is opened they do precisely that. And don't retailers advertise?

6. Isn't it true that a large percentage of so-called national brands really aren't *national* brands at all? Hasn't every study proved that mighty few brands have *national* demand, *national* acceptance, *national* preference? And isn't it true that many retail brands are more strongly advertised, more strongly displayed, more strongly fixtured (the latter also constitutes advertising) in the retailer's territory than many, if not most, manufacturers' brands?

The argument could be continued. But is it really necessary?

■ Just why Mr. Abt looks upon the controlled label as the avowed enemy of the manufacturer's brand escapes me, as it must escape those manufacturers who turn out both their own labels and retailers' labels. But on one point I am positive: The manufacturer's "prior in-

One tree for coffee—one for shade. "Both very important," says Juan Valdez.

"We wear hats in the sun. Why shouldn't our coffee trees have hats?" says Juan Valdez.

Like all Colombian coffee growers, Juan lives high in the Andes. The black soil and moist air have a kind of magic for coffee. But the near-equatorial sun is relentless.

Juan protects his coffee trees like an anxious mother: he also knows that shading them helps ripen the beans slowly to a remarkable flavor.

So whenever he plants coffee trees, he plants a tall shade tree. A "sun hat."

Colombia's shade-tree coffee has the best taste in the world, no one disputes the fact.

It is invariably the dominant flavor in good coffee brands (the more Colombian coffee, the better the blend).

Coffee of Colombia

From the 308 trees of Juan Valdez come only 2 sacks of coffee. But what coffee!

Juan Valdez is a lean man with an engaging smile. Like all the men who grow Colombia's extraordinary coffee, he lives on the precarious slopes of the Andes.

"Many important parts of coffee," he says, pointing to the black mountain soil.

Juan plants tall trees to shade his little coffee trees. "Sun hats," he calls them. He picks his coffee trees so he can pick the beans only one, and be sure he gets only the ripe ones.

This keeps the crop small, but rewarding. As coffee roasters put it, "Colombian coffee is only the best coffee in the world. That's all."

It is invariably the dominant flavor in good coffee brands (the more Colombian coffee, the better the blend).

Coffee of Colombia

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

As one of that rare species, the native son, the incredible population growth in California never ceases to amaze me. Metropolitan Oakland is typical. Several years ago it became the largest population center in Northern California. Now it also holds sales leadership in six of the most important retail sales categories as well as in total retail sales. Certainly this big, booming market merits top attention.

NELSON CARTER,
Senior Vice President and Manager
BARNES CHASE COMPANY, Los Angeles

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG *In the TRIBUNE...*

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

vestments in product and marketing pioneering" entitle the manufacturer to no protection whatsoever from competition, unless the product is patented.

The retailer's controlled label is in the process of becoming a strongly advertised brand. Mr. Abt is not apt to sink it with a demand for freedom from its competition on any grounds—and especially on such fallacious grounds as those he advances. #

Tips for the Production Man . . .

Tips on Dummy Pasting

By Kenneth B. Butler

Almost every printed piece of any consequence includes the chore of pasting a dummy. This vital step enables the production man to adjust his copy fitting and to control the nicety of the spacing between the various elements on his pages.

Some of those in the profession prefer to begin their tentative pasteup by starting with the *end* of the item, working forward. This assures ending the piece without a run-over or filler. It does not solve the problems, but the problems of gaining space or using up space are handled more conveniently in and around major display features than with text copy.

■ For instance, a major headline provides several opportunities to vary the space occupied. This is accomplished with these variables:

1. Adjust the size of type used for the main head.

2. Adjust the space used above and below the main headline.

3. Split the headline into more lines than originally anticipated.

4. Add a subhead, deck or blurb, or lead-in head (provided filler is needed).

■ Other variables that come in handy involve addition of or dropping of subheads—increase or decrease of space above or below subheads, aggrandizement of some important copy block by setting it apart with printer's border above and below like a two-sided box, dropped heading style for the opening of the piece, dropped upper type margin style for the entire presentation.

Sometimes cuts can be trimmed down to make them shallower in depth and thus gain space. If space needs to be filled, sometimes an additional illustration can be inserted to help solve the problem of space fitting. Or, an overline head can be placed above an illustration to consume more space.

To save space, often a mortise can be cut into the main illustration in order to contain the headline or descriptive copy.

■ Frequently the problem entails eliminating an unsightly widow line (a short line that dangles in mid-air at top of a column or copy block). Simplest is to move a full-length line over the widow; or move the widow back to the bottom of the preceding column. Often this cannot be done since it wrecks the spacing of the other copy block.

In that case it may be that the addition of a few carefully measured words in the final line or lines may fill out the widow line. Conversely, killing a few strategic words may make it possible to eliminate the widow line altogether. To save alteration costs, this should be done within the last two or three lines of the paragraph in question.

■ Production men should not overlook, however, the equal opportunities of lengthening or shortening by studying the closing lines of paragraphs that *precede* the offending one. In such places you may find more propitious opportunities for adjustment. Try these:

2. To create an extra line, look for a final line in a paragraph that nearly, but not quite, fills. There adding only a word or two may accomplish your objective.

2. To eliminate a line, search for an extremely short final paragraph line. In such instance eliminating only a couple of words may turn the trick.

It goes without saying, but we will say it—synonyms that are longer, or shorter, may accomplish your copy-fitting result without changing the sense or phraseology of the copy one whit. #

(Newspaper) Man Bites (Ad) Dog! . . .

Editor Defends Outdoor Advertising from Attack by Agency Man

Nothing is more unusual than to see outdoor advertising defended by a newspaper man—unless it is a newspaper editor using his own editorial columns to denounce an advertising agency president for writing an article in a general magazine which was derogatory to outdoor advertising. This is exactly what happened in the Gazette Telegram, Colorado Springs, Colo., on Feb. 1. The editorial, written by the editor, Robert LeFevre, and reproduced below, is well worth reading, regardless of one's interest in or attitude toward outdoor advertising.

Well, well, well!

The ultimate in animosity toward outdoor advertising in general has appeared in the February issue of *Harper's Magazine*. Howard Gossage, who himself is an advertising man operating from an ad agency in San Francisco, has gone to great lengths to prove that outdoor advertising is an invasion of privacy.

Gossage attempts to make three points in his article which is a substitute feature in the frequently challenging "Easy Chair" editorial spot of the Knowles publication.

■ Here are his contentions:

1. "Outdoor advertising is peddling a commodity it does not own, and without the owner's permission: your field of vision. . . The individual's air space is intentionally violated by billboards every day."

2. There's a difference between billboard advertising and an ad in a newspaper or magazine. Gossage justifies the latter but cannot find justification for the former.

3. Laws which discriminate against billboard advertising, according to Gossage, don't harm the rest of the advertising business. "An advertising medium is a medium which incidentally carries advertising, but whose primary function is to provide something else: entertainment, news, matches, telephone listings, anything . . ."

■ We suspect that Gossage is presenting his argument tongue-in-cheek for purposes of picking up a check as an author. If tongue is not in cheek, foot is in mouth.

First of all, Gossage suggests that one's field of vision is his own and that anything that enters the field of vision is essentially an intrusion. He goes to some lengths to explain that looking at trees, mountains, houses, hedges or blondes is never an intrusion, but that a billboard always is an intrusion that has no right to be where it is.

In this concept, Gossage backs into a definition of property rights with his posterity foremost. The truth is that property is owned by people (or government) and that all outdoor advertising occurs when someone who owns a piece of the outdoors sells to an outdoor advertising agency the right to erect and maintain a billboard on a piece of that land that is so owned.

■ Now it might be that the owner of the land is tired of having thousands of passing eyes peering at his living room window, his elm trees, or his cattle. Or it may be that he simply wants the money. Or there may be a complex of reasons for his willingness to sell or rent a piece of property that he owns.

But we submit that he has a right to sell or lease what is his, and if your taste is offended by the billboard, there is no law that says you have to stare at it. And if you find it more pleasing to gape at Mr. Jones' grape arbor than at an ad for crispie crunchies, kindly remember that Mr. Jones may prefer to have you looking at the ad, for which he gets paid, than to have you staring into his arbor, which is an invasion of HIS privacy.

Gossage is as confused on his second point as he is on the first. If an ad is justified in a newspaper or magazine, it is justified on a billboard in exactly the same way and for the same reasons. Despite the fact that this is a newspaper and we are consequently prejudiced in our own favor, we strongly support the rights of all outdoor advertising agencies to compete with us.

■ The third argument that advertising is always a subsidiary product which is tacked on as an afterthought to something that is desired by people is a disservice to advertising and a discredit to Gossage. The truth is that millions of people buy the newspapers of this country BECAUSE of the ads, and for no other reason. And perhaps Gossage never heard of handbills, packing box messages or town criers.

There has been so much animosity drummed up against billboard people that we are pretty indignant over it, and especially over this kind of dotage from an adman named Gossage. There may be some billboards that cut out your vision of a sunset, assuming the clouds haven't already eliminated it. But for every sunset blocked out, there's at least a score of city dumps which you don't see simply because of some pretty attractive posters.

AD-VERSE REACTIONS
"with charity toward none"

By Draper Daniels

Copy Chief

Attached to a pencil blue as grief
Sits the remorseless copy chief.
A dozen clients hold his hands
And word his witless, terse commands.
And so he sits with visage grim
And envies those who envy him.

Looking at Radio and Television . . .

Airborne Plugs: No Defense

By the Eye and Ear Man

Readers who have borne with these clumsy exercises in criticism for some years will recognize that this column heartily dislikes the free plug, and that it thinks advertisers who pay for time and facilities are entitled to a loud roar of complaint.

Accordingly, it is disturbing to read testimony by Leonard Goldenson, president of American Broadcasting-Paramount Theaters, that Dick Clark, an ABC disc jockey, was authorized to sell plugs to the airlines because the show had to travel. Mr. Clark said—and he's accurate—that sale of airline plugs is common in television.

Why should advertisers—who made a *bona fide* purchase of time and talent, and are limited to 10% of that time for a commercial message—be subject to an additional sale of commercial time at a fraction of the rate the legitimate advertiser is paying? That's pretty much what happens, and it is happening all around the dial.

And it's disturbing to think of a company of the size and reputation of American Airlines sneaking a performer $7,000 to slip in a plug.

Why can't these guys pay card rates like anyone else? Why should commercial time be accordionized for the benefit of the free riders, or discount riders, and

SALES BOOSTER: WESTERN UNION ADVERTISING DISTRIBUTION SERVICE!

Catalogues delivered . . . displays set up . . . ad reprints distributed . . . this is the kind of quick, personal distribution service that helps boost sales . . . and it's exactly what you get from Western Union Distribution Service. Whatever it is . . . we'll get it there . . . pronto!

Wire us collect for the full story. Address: Western Union, Special Service Division, Department 4-A, New York, New York.

WESTERN UNION

SPECIAL SERVICES

the legitimate advertiser put at a disadvantage?

While it's current practice, it really isn't *normal* practice. If you ask most major advertisers what they think of the practice, get ready to dodge the blast.

Why should advertisers accept this kind of dodge? It adds up to a dilution of what they are paying good money for—forgetting the moral question about sneaky payments.

Advertisers ought to take a dim view of this sort of thing, if only because it isn't very pleasant to pay for $20 seats and discover that the guy next to you got in by slipping the usher a fin.

It seems like a fair question to ask a time salesman. Or to ask your agency.

Dick Clark, a fine-looking young man and an idol of the kids, surely must make enough money to turn down this kind of payment. If he doesn't want to, or any other important piece of talent doesn't want to, then it seems the network has the obligation to insist that every piece of commercial in a given show travel at the same price. Otherwise, the guy who pays the big bill is getting less than his money's worth, and he's entitled to protection from sharp operators. #

What They Were Saying 25 Years Ago . . .

J. P. Cunningham, member of Newell-Emmett Co., addressing the Assn. of National Advertisers at a convention in White Sulphur Springs, W. Va. (May 13, 1935):

"There is a familiar form of nightmare, where the walls seem to close in on the dreamer. Claustrophobia, they call it . . . Can't seem to get away from it. Completely hemmed in. Finally people wake up and scream.

"We have walled people in with advertising. They meet it at practically every point. Let us watch our advertising manners—not go too far—or they will wake up—and scream."

Learning from the Retail Ads . . .

The 'We Don't Know the Product' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Maybe Formica is different in Canada. I write here assuming it's not. This ad for Formica, signed by half a dozen retailers, has the heading "DO-IT-YOURSELF."

■ The white area is a "saw" silhouetted against the background. It should appear clearly as reduced here. However, I didn't realize there was any tool in the ad except the chisel at left, until I looked at the ad about the sixth time—just now as I started to write.

Have you ever tried to saw a piece of Formica? It is to laugh.

Have you ever tried to cut Formica with a chisel? It is to have a blade fly up and flip off an ear or nose.

Even the professionals with special tools treat this product with enormous respect. It ruins the edges of their cutting tools about as fast as granite would.

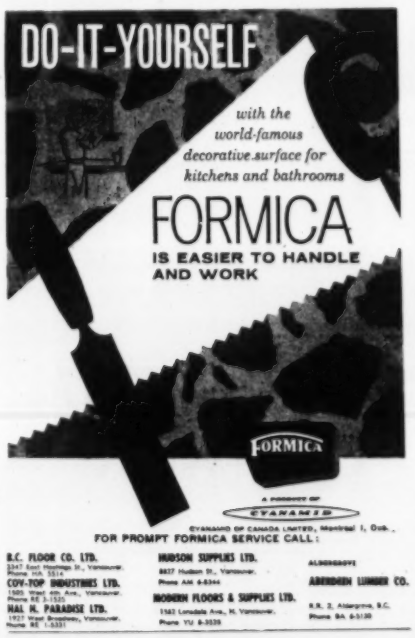
■ The copy says, "FORMICA IS EASIER TO HANDLE AND WORK." "Easier to work" than what? This is one of those floating claims that never sinks in—beloved of lazy advertising. About the only thing harder to work than Formica would be sheet steel. Nevertheless, Formica is a wonderful product with a wonderful story to tell.

I haven't the slightest idea who created this ad, or what agency, or if an agency did it. But the strange fact is that, if an agency did it, it is more than probable that the same agency has done, and does, some excellent work.

One of the anomalies of the agency business is the fact that two accounts may each spend—say—$500,000 with a certain single agency. Their problems are alike in difficulty. But one account will get a big $750,000 value for its half million, and the other will get a quarter million value.

It depends on the wisdom, industry, academic understanding of advertising, and the character—of the people who handle the account within the agency.

This disparity and much waste would be reduced substantially if each agency would jell a set of principles, based on a sublimation of all it knew, which it would apply universally with all accounts. But that might make it appear that advertising could be done by "the book." And heaven knows no agency wants that idea to get around.


DO-IT-YOURSELF
with the world-famous decorative surface for kitchens and bathrooms
FORMICA
IS EASIER TO HANDLE AND WORK
FORMICA
A PRODUCT OF CYANAMID
CYANAMID OF CANADA LIMITED, Montreal 1, Que.
FOR PROMPT FORMICA SERVICE CALL:
B.C. FLOOR CO. LTD.
COY-TOP INDUSTRIES LTD.
HAL H. PARADISE LTD.
HUDSON SUPPLIES LTD.
MODERN FLOORS & SUPPLIES LTD.
ABERDEEN LUMBER CO.

Actually, practically all advertising that delivers really big value accords with the book. It's the imagination and daring and originality with which the book is used—not ignoring the book—that makes powerfully appealing and provocative advertising.

The requirement for one item calls for but an instantaneous suggestion, an electrical short circuit that leaps the gap from an emotion aroused to a decision to act—perhaps only a dozen words are enough!

For another item a reasoned, persuasive presentation is required, embracing description, narration, exposition, all. A thousand words required.

Yet, if both ads are truly professionally competent, both will be consistent with "the book" and the immutable truths of persuasion—the undying forever vital, forever fresh, principles. #

Employe Communications . . .

Fare for the Reading Employe

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The company press, as the labor papers like to call the employe magazines and newspapers of industry, dishes up a varied fare for the reading employe. It is still a regrettable fact that some employe journals, respectful of the viewpoints of 1,900 and reluctant to depart from them, continue to cling to the corridor chitchat as the real spine of news. The more modern papers, however, are constantly probing employe attitudes and interests, and coming up with the sort of stuff that matters.

One of the graver irritations of industry is competition, notably foreign competition. For many months the editorial comment in this field was mild and unpersuasive, but some managements now see bargaining looming on the horizon, and have come to realize that employes aren't particularly concerned about competition. Thus the so-called company press has marched resolutely into this area of controversy, and appears to be making some slight headway. Two or three companies have flatly declared, in so many words, that business is really terrible, that competition from abroad is hurting and that employes would be wise to forget a wage increase at this time.

A well-known firm in New Jersey identified featherbedding by its right name, advised the bargaining unit that Japanese competition was nibbling the company out of existence, and flatly refused to budge from its first offer. The union swallowed hard and accepted it; much of the conditioning for this cooperative viewpoint on the part of the rank-and-file can be credited to the employe paper.

■ Inflation is declining as a topic for editorials and feature articles in the company papers. Political action as a theme becomes more important each day. In firms where automation promises to command the news spotlight sooner or later, conditioning campaigns in the employe publications are under way.

What causes real concern among the more case-hardened communicators is management's evident neglect, in its publications, of the hotter economic and political issues—not the candidates but the proposed legislation. Specifically, they point to the Forand bill and similar legislation brought for consideration before the House ways and means committee in mid-March.

■ As any reader of the union press is fully aware, the Forand bill provides a bonanza for those eligible for Social Security benefits in the form of payment for hospitalization, nursing home care and surgical treatment. What the union press overlooks is the probability that the bill would cost approximately $2 billion more in social taxes on employers and employes during the first year of its operation. Later costs, it seems likely, would be stupendous. What management fears—and what employed people everywhere should fear—is that this type of legislation, tied as it is to Social Security, would probably in time be broadened to include compulsory health and medical care for everyone, irrespective of age.

This makes a gloomy prospect indeed for management. It also suggests a theme for a few editorials in the company press, better late than never. #

BIZ QUIZ

Answers to the questions on Page 102

1. (C) For first quarter of 1960 Revlon's sales were almost $30,000,000 which was 9.5% ahead of last year. Earnings rose by 7%.
2. (C) Full sponsorship with 136 commercial minutes would come to $2,664,575 or $19,592 per commercial minute. Half sponsorship would make the 60-second cost $21,041.
3. (A) There are 16 brewers, 8 oil companies and 5 manufacturers of tobacco products.
4. (A) According to Schwerin Research Corp., recent tests of about 1,500 tv commercials showed all-cartoon as least effective and live-plus-cartoon as most effective. SRC says: "Chief difficulty is that of being too entertaining . . . beguiling the viewer without selling him."
5. (B) Segue (pronounced seg-way) means transition from one musical selection to another without interruption.
6. (B) 1959 expenditures for business paper advertising in millions of dollars come to 4.0 for GE, 3.8 for U. S. Steel and 3.1 for GM.
7. (B) Last year's expenditures in millions of dollars were: automotive, 178; groceries, 154; alcoholic beverages, 62. They ranked the same in 1958.
8. (C) Advertising yielded $80,000,000 and circulation brought in $20,000,000.
9. (B) 25 years ago the figure was 5% to 10%. Today it is 30% to 40%.
10. (C) Branch units continued to show healthiest increases with 12% and the downtown stores surprised with a 2% upturn.
11. (A) 170 years ago the 13 original states contained 3,929,214 souls.
12. (B) Elementary schools and some manufacturers are now girding for the full impact of the 4,000,000 babies born each year since 1954.
13. (A) There are 1,500,000 weddings annually and there should be about 2,000,000 in 1970.
14. (A) In 1959 men's suit output had slowly moved up to 21,000,000 units. However, sport coats jumped from 620,000 to 11,000,000 and slacks also soared.
15. (A) Recent research shows that the airlines have a tremendous unexploited potential in that 93% of all trips over 200 miles are still made by private car, bus or train; and that 78% of Americans have never flown.
16. (B) Military Air Transport Service will fly about 4 billion passenger miles this year. It also accounts for 57% of the non-Communist world's total international air cargo traffic. (American-flag airlines do only 7%.)
17. (A) About 2% to 3% of over-all farm production represents items that cannot be sold at support level prices.
18. (B) Urban streets get 46% of motor vehicle mileage; main rural roads, 40%; local rural roads make up 75% of all mileage but account for only 14% of travel.
19. (C) GM's report for 1959 showed 787,000 shareholders as of Dec. 31.
20. (C) Recent nationwide study showed that 77% of families save trading stamps. This is a 10% increase over 1958.

"To keep up to date, I keep up with Ad Age"

says
CARL G. SCHREYER
Vice-President of Marketing
Bell & Howell Company

"I've read Advertising Age for many years. Always it has helped me keep my finger on the pulse of promotions and advertising, told me quickly what's going on in the marketing arena. In the fast-moving photographic industry, this kind of news source is important. To keep up to date, I keep up with Ad Age."

Mr. Schreyer is a fine example of achievement as a "one-company man," having served Bell & Howell for the past twenty-five years in positions of increasing responsibility. Starting as a sales trainee in 1935, he progressed to a district sales manager four years later and, in 1941, was transferred to the purchasing division. He was named purchasing agent early in 1943, at a time when meeting government contracts on schedule depended upon the procurement of raw materials for lenses, gun sights, radar devices, the see-in-the-dark Sniperscope, gun cameras, bomb-spotting cameras, combat cameras and other precision equipment.

In 1947, Mr. Schreyer was elected assistant treasurer; two years later he rose to assistant vice-president. Since 1950 he has held the post of vice-president of marketing. During that period Bell & Howell sales (prior to the merger with Consolidated Electrodynamics Corp. early in 1960) almost quadrupled—jumping to a record $61,261,000 in 1959.

important to important people

ABC ABP NBP

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK
1 Year (52 issues) $3

May Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (April)

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
†Commonweal	35.9	29.8	72.9	81.6	15,078	12,516	30,618	34,272
†Cue	88.2	61.0	298.0	245.4	37,823	26,168	127,838	105,315
††Down Beat	51.5	67.9	182.8	189.2	21,630	28,532	76,790	79,478
Grit	25.7	32.4	100.9	118.9	25,650	32,363	100,899	118,889
Life	341.2	342.0	1,085.1	1,077.3	231,990	232,560	737,866	732,538
Look	135.3	115.5	485.0	408.7	91,984	78,560	329,780	277,923
Newsweek	284.0	293.5	965.6	959.8	119,280	123,270	405,552	403,116
†§New Yorker	597.4	457.2	1,740.3	1,517.0	256,274	196,156	746,592	650,798
#National	586.2	447.3	1,702.9	1,479.5	251,463	191,909	730,540	634,693
#Sectional	40.0	33.8	132.6	129.3	17,183	14,492	56,879	55,491
Presbyterian Life	17.2	17.6	58.5	64.8	7,223	7,406	24,647	27,226
††The Reporter	30.9	29.1	143.7	90.8	13,005	12,193	62,747	38,131
†Saturday Evening Post	355.8	273.5	989.0	887.0	241,975	185,998	672,515	603,158
†Saturday Review	112.9	86.7	415.1	397.7	47,433	36,394	174,326	166,995
‡Sporting News	31.4	34.1	59.9	85.6	34,121	37,031	65,008	92,835
‡‡*Sports Illustrated	195.0	178.4	578.5	459.9	81,920	76,550	242,976	197,316
Time	277.7	273.9	1,053.6	967.3	116,641	115,034	442,521	406,276
†TV Guide	57.5	46.5	237.2	199.8	10,458	8,454	43,166	36,352
U. S. News & World Report	266.1	238.9	940.6	858.3	111,762	100,338	395,052	360,486
Total Group	2,903.7	2,578.0	9,406.7	8,609.1	1,464,247	1,309,523	4,678,893	4,331,104

#Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for and including regional space. †Five issues April 1960; four issues April 1959. ††Two issues April 1960; three issues April 1959. ‡Four issues April 1960; five issues April 1959. ‡‡Changed from 429-line page to 420-line page January 1960.

	Pages				Lines			
	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959
Women's								
†Bride & Home	—	—	218.8	140.8	—	—	138,254	89,007
*†Bride's Magazine	—	—	385.1	365.3	—	—	243,364	230,806
Everywoman's Family Circle	49.0	52.2	257.6	219.0	21,021	22,394	110,510	93,951
Good Housekeeping	124.6	129.4	477.4	506.9	53,439	55,493	204,826	217,439
Ladies' Home Journal	96.4	102.0	417.6	470.1	65,571	69,363	283,978	319,683
McCall's	101.1	74.6	453.8	322.1	68,745	50,757	308,604	219,077
††Modern Bride	83.6	85.8	300.4	314.5	52,854	54,194	189,846	198,770
‡§Parents' Magazine:								
*National Edition	71.5	63.9	335.8	297.8	30,688	27,411	144,040	127,750
Metropolitan New York Ed.	77.2	72.0	365.6	326.1	33,123	30,870	156,821	139,874
Pacific Mountain Edition	72.8	67.3	344.9	309.9	31,240	28,852	147,936	132,964
Seventeen	147.8	127.6	583.2	534.8	100,496	86,781	396,573	363,691
*Woman's Day	45.4	36.3	216.8	199.7	19,494	15,586	92,996	85,669
The Workbasket	23.8	28.4	204.5	206.9	4,677	5,567	40,083	40,568
Total Group	893.2	839.5	4,561.5	4,213.9	481,348	447,268	2,457,831	2,259,249

†Published quarterly in January, April, July and October. Figures shown are for April issue. *Includes sectional linage prorated to circulation of regional editions. ††Published bi-monthly; figures shown are for May issue. §Includes Shopping Scout Section and School & Camp linage. ‡1960 figure includes average decimal for Chicopee Mills & Baby Dove Soap partial runs.

General

American Artist	24.6	27.2	125.4	135.3	10,343	11,417	52,684	56,820
American Forests	17.8	16.3	95.8	72.3	7,476	6,846	40,236	30,366
American Legion	19.8	15.3	78.8	80.2	8,294	6,413	33,096	33,680
Argosy	16.5	22.6	96.2	112.8	7,064	8,677	41,246	47,328
Atlantic	50.9	37.0	226.9	194.6	21,399	15,558	95,335	81,780
†Christian Herald	30.6	42.2	185.1	198.0	13,145	18,132	79,515	85,013
Columbia	7.5	9.3	53.8	63.4	3,156	3,920	22,633	26,638
Coronet	53.5	40.0	317.0	252.0	9,360	7,200	56,790	45,360
Cosmopolitan	26.7	28.3	123.9	117.9	11,489	12,121	53,198	50,582
Ebony	85.8	85.0	376.0	378.7	58,365	57,811	255,739	257,578
Elks Magazine	11.0	13.8	70.7	66.6	4,951	5,946	30,616	29,739
††Esquire	102.0	84.9	375.8	342.6	68,544	57,053	252,538	230,227
Flying	51.4	43.7	281.9	249.0	21,592	18,350	118,390	104,563
*Golf Digest	35.2	33.1	128.6	105.5	6,907	6,756	30,507	21,520
Gourmet	31.9	38.8	154.7	151.9	13,664	15,640	66,356	64,130
Grade Teacher	30.5	28.5	194.3	170.7	13,467	12,588	85,688	75,282
Harper's Magazine	45.1	25.7	218.3	177.9	18,927	10,775	91,687	74,715
**Hi Fi/Stereo Review	41.0	38.6	227.0	225.7	17,207	16,216	95,340	94,802
High Fidelity	62.1	68.2	324.5	377.7	26,082	28,644	136,290	158,214
Holiday	141.7	117.8	584.8	497.1	96,355	80,136	397,645	338,022
Hot Rod	53.4	40.1	205.7	160.4	22,414	16,828	86,338	67,396
Improvement Era	29.4	21.4	126.0	121.2	12,348	8,967	52,940	50,893
Instructor	27.5	24.3	170.0	155.5	18,770	16,616	115,221	106,375
Kiwanis Magazine	5.3	7.0	39.4	43.0	2,212	2,888	16,555	17,926
Lion Magazine	9.0	10.0	49.6	48.0	3,834	4,260	21,129	20,445
Motor Boating	174.2	166.4	941.3	855.4	102,410	98,877	553,474	503,301
Motor Life	20.4	23.9	80.3	91.8	8,568	10,024	33,740	38,518
Motor Trend	29.9	28.8	121.0	125.6	12,572	12,110	50,834	51,522
National Geographic Magazine	58.9	52.5	277.5	229.8	13,971	12,458	65,921	54,541
Playboy	34.9	23.2	119.3	96.1	14,673	9,762	50,098	40,344
Popular Boating	117.0	103.0	527.3	457.7	68,802	60,540	310,076	269,133
Popular Photography	75.6	81.2	353.8	358.1	31,756	34,108	148,575	150,402
Promenade	20.9	22.4	96.5	92.0	8,956	9,601	41,389	39,451
Reader's Digest	94.6	123.0	364.1	407.5	17,212	22,386	66,266	74,165
Redbook	41.0	34.5	193.0	160.9	17,608	14,790	82,807	69,005
Road & Track	42.6	33.7	161.1	129.0	17,892	14,154	67,662	54,180
Rotarian	7.1	11.6	34.9	48.8	3,000	4,860	14,644	20,489
Sports Cars Illustrated	48.3	34.8	187.1	127.2	20,299	14,629	78,582	53,416
Today's Health	22.7	28.6	111.3	126.2	9,723	12,267	47,755	55,069
Together	11.2	9.5	50.1	57.4	4,818	4,107	21,542	24,793
Town & Country	93.2	88.8	388.6	347.3	58,878	56,092	245,588	219,513
True	35.9	32.2	146.1	145.5	15,421	13,820	62,673	62,435
V. F. W. Magazine	9.1	10.5	50.1	57.2	3,830	4,406	21,051	24,014
Yachting	154.0	144.2	829.3	739.9	90,552	84,790	487,628	435,061
Total Group	2,101.7	1,971.9	9,862.9	9,151.4	1,018,306	943,539	4,778,017	4,408,746

†This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. ††Total represents national advertising plus sectional at reduced decimal equivalent. *Changed from 204-line page to 196-line page March 1960. **Formerly Hi Fi Review.

Home

American Home	53.0	51.6	221.5	253.1	33,471	32,596	139,948	159,943
Antiques	63.0	61.0	321.6	308.1	18,522	17,934	94,551	90,572
†Better Homes & Gardens	109.6	120.4	477.0	477.3	69,258	76,118	301,487	301,950
Flower & Garden	39.2	28.9	238.5	188.6	16,475	12,131	100,181	79,218
Flower Grower	51.8	68.8	313.7	325.5	21,768	28,902	131,748	136,695
House & Garden	110.5	110.2	394.5	336.0	69,821	69,664	249,297	212,357
House Beautiful	139.4	139.7	502.9	466.1	88,081	88,302	317,855	294,559
†Living for Young Homemakers	107.1	95.0	339.3	321.7	67,653	60,038	214,464	203,298
Popular Gardening	50.1	50.5	303.3	286.4	21,051	21,210	127,362	120,283
Sunset Magazine	182.1	165.7	711.0	613.1	76,486	69,618	298,699	257,602
Total Group	905.8	891.8	3,823.3	3,575.9	482,586	476,513	1,975,592	1,856,477

†Includes sectional linage prorated to circulation of regional editions.

Fashion

*†Glamour	101.0	83.9	476.2	371.9	43,317	35,981	204,295	159,537
Harper's Bazaar	102.2	86.4	478.3	458.6	64,608	54,659	302,316	289,915
†Mademoiselle	89.8	71.9	419.2	368.6	38,534	30,861	179,846	158,144
Vogue	135.8	94.3	771.4	640.0	85,828	59,583	487,540	404,477
Total Group	428.8	336.5	2,145.1	1,839.1	232,287	181,084	1,173,997	1,012,073

†Includes sectional linage prorated to circulation of regional editions. *Charm incorporated with Glamour November 1959.

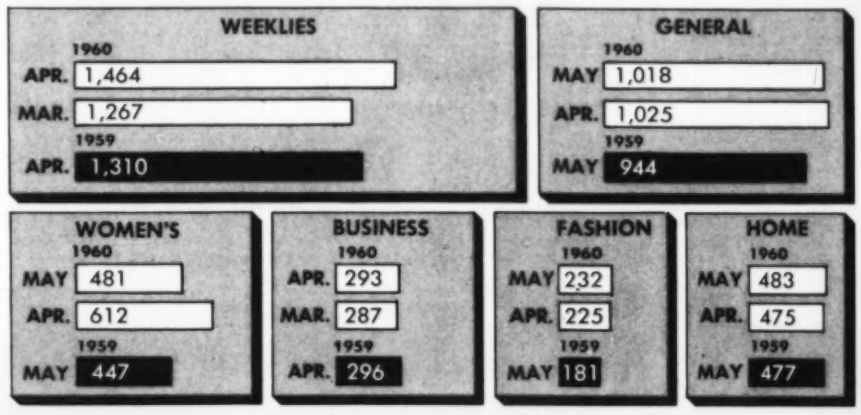
Movie-Romance-Radio-TV

*Dell Modern Group:								
Modern Romances	27.9	26.0	133.2	125.4	11,831	11,164	56,967	53,807
Modern Screen	20.9	16.9	80.5	72.3	8,947	7,237	34,522	30,977
Screen Stories	17.5	11.8	69.6	61.4	7,503	5,074	29,831	26,307
Fawcett Women's Group:								
Motion Picture	19.5	13.4	70.0	68.8	8,349	5,733	30,041	29,516
True Confessions	25.3	18.8	118.2	117.4	10,865	8,079	50,705	50,364
Hillman Romance Group	4.9	5.1	20.3	18.7	2,132	2,212	8,838	8,107
Hillman Women's Group	16.2	20.3	101.6	86.3	6,978	8,734	43,757	37,110
Ideal Women's Group:								
Intimate Story	19.3	22.1	126.4	107.0	8,260	9,472	54,216	45,913
Movie Life	22.8	20.9	118.9	103.2	9,782	8,993	50,987	44,316
Movie Star TV Close-Ups	23.0	21.0	119.2	103.3	9,859	9,021	51,078	44,346
Personal Romances	19.3	22.2	127.0	107.3	8,279	9,515	54,496	46,068
TV Star Parade	19.1	19.9	105.5	91.4	8,181	8,562	45,293	39,195
Secrets Romance Group:								
Revealing Romances	14.8	17.2	101.7	103.7	6,345	7,396	43,613	44,485
Daring Romances	14.8	17.2	101.6	102.3	6,345	7,382	43,599	43,986
Confidential Confessions	14.8	17.2	101.6	91.7	6,345	7,382	43,599	39,344
Secrets	14.8	17.2	101.7	103.7	6,345	7,396	43,613	44,471
True Story Women's Group:								
Photoplay	32.7	29.3	113.6	138.1	14,018	12,580	48,724	59,225
True Experience	11.2	13.8	68.6	78.0	4,800	5,905	29,406	33,439
True Love Stories	11.1	12.9	68.6	77.6	4,741	5,512	29,409	33,279
True Romance	11.3	13.4	67.4	78.3	4,840	5,751	28,914	33,610
True Story	54.0	56.9	258.1	270.3	23,170	24,411	110,720	115,942
TV-Radio Mirror	9.9	13.0	53.2	65.5	4,225	5,583	22,812	28,095
Total Group	425.1	426.5	2,226.5	2,171.7	182,140	183,094	955,140	931,902

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each inuividual publication. *No January 1959 issues.

Magazine Linage Trend

Figures in Thousands



§Business (May)

Dun's Review & Modern Industry	85.6	76.8	400.9	397.7	35,952	32,270	168,390	167,055
Fortune	212.0	180.8	914.0	768.3	133,984	114,234	577,648	485,534
Management Methods	47.3	49.7	276.0	220.1	19,866	20,874	115,920	91,434
Nation's Business	67.8	58.8	291.9	263.2	28,495	24,698	122,589	110,552
Total Group	412.7	366.1	1,882.8	1,649.3	218,297	192,076	984,547	854,575

§Because current month linage figures for several publications are not yet available this group is broken into a May and an April section.

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
Business (April)								
Barron's	70.5	87.6	312.1	342.1	46,251	57,489	204,743	224,447
†Business Week	484.2	417.9	1,632.9	1,461.6	203,377	175,510	685,805	613,889
††Financial World	41.9	72.0	181.4	228.3	17,586	30,276	76,185	95,886
Forbes	62.1	79.0	244.0	257.1	26,099	33,160	102,479	107,962
Total Group	658.7	656.5	2,370.4	2,289.1	293,313	296,435	1,069,212	1,042,184

†Five issues April 1960; four issues April 1959. ††Four issues April 1960; five issues April 1959.

	Pages				Lines			
	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959
Farm Magazines								
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	30.8	36.7	197.2	212.4	13,218	15,716	84,602	91,140
#Southwestern Edition	36.6	38.5	198.9	194.7	15,684	16,504	85,338	83,542
Average 2 Editions	33.1	37.4	197.9	205.5	14,180	16,024	84,887	88,177
Farm Journal: (mon)								
#Central Edition	83.1	94.8	490.0	465.1	35,660	40,690	210,216	199,511
#Eastern Edition	70.5	87.7	403.4	416.1	30,228	37,616	173,040	178,491
#Southeastern Edition	57.0	76.0	332.0	358.2	24,437	32,613	142,421	153,685
#Southwestern Edition	58.3	76.0	336.2	358.2	25,009	32,613	144,210	153,685
#Western Edition	75.5	96.5	413.2	448.6	32,374	41,407	177,245	192,449
Average 5 Editions	68.9	88.8	397.7	422.0	29,542	38,082	170,633	181,034
Progressive Farmer: (mon)								
#Carolina-Va. Edition	80.3	91.6	430.0	431.9	54,568	62,271	292,366	293,663
#Ga.-Ala.-Fla. Edition	81.7	93.7	427.2	425.9	55,575	63,735	290,503	289,590
#Ky.-Tenn.-W. Va. Edition	77.6	84.6	392.9	396.6	52,780	57,519	267,178	269,700
#Miss.-La.-Ark. Edition	76.1	85.4	383.2	396.6	51,750	58,079	260,600	269,721
#Texas Edition	83.2	88.9	395.2	409.9	56,596	60,468	268,724	278,721
Average 5 Editions	79.8	88.8	405.7	412.2	54,254	60,414	275,874	280,279
Successful Farming (mon)	76.2	84.6	403.4	429.1	34,283	38,063	181,519	193,085
Total Group	258.0	299.6	1,404.7	1,468.8	132,259	152,583	712,913	742,575

#Not included in totals.

Youth

American Girl	24.3	30.8	117.4	126.9	10,442	13,233	50,364	54,455
Boys' Life	36.2	34.3	147.0	163.3	24,626	23,343	99,983	111,058
Child Life	.05	.1	3.2	4.1	21	34	1,389	1,747
Scholastic Magazines	52.3	44.9	246.0	225.0	21,952	18,824	103,301	94,591
Scholastic Roto	11.6	13.0	45.7	44.1	10,112	11,375	39,920	38,615
'Teen Magazine	16.4	5.0	76.8	26.6	6,888	2,142	32,228	11,242
Total Group	141.3	128.1	664.4	590.0	74,041	68,951	327,185	311,708

Mechanics & Science

Mechanix Illustrated	59.6	66.6	361.2	374.1	13,354	14,913	80,908	83,799
Popular Electronics	45.7	49.4	258.7	284.3	10,244	11,075	57,940	63,676
Popular Mechanics	104.4	120.1	585.5	628.9	23,389	26,897	131,159	140,862
Popular Science	99.2	103.8	531.7	562.0	22,226	23,258	119,090	125,877
†Science & Mechanics	—	—	200.7	216.2	—	—	44,381	48,490
Total Group	308.9	339.9	1,937.8	2,065.5	69,213	76,143	433,478	462,704

†Published bi-monthly; cumulative figures shown are for April issue.

(Continued on Page 112)

Why can't adults see teenagers clearly?

When teenagers speak for themselves, their problems (and their rich promise) suddenly come into focus.
This May, a "Teenage Report to the Nation" in the Ladies' Home Journal reveals clearly what boys and girls across the country think about marriage, drinking, religion, cheating, parents, dating and good manners.

It is sober and sensitive reporting, the kind millions of women find nowhere else but in the calm, compassionate pages of the Journal.
Many magazines get into the home, but the Ladies' Home Journal gets into the heart. And, as advertisers to women know, when the heart is open, the sale can be closed.

THE MAGAZINE WOMEN LIKE BEST **Ladies' Home Journal** A CURTIS PUBLICATION

	Pages May 1960	Pages May 1959	Pages Jan.-May 1960	Pages Jan.-May 1959	Lines May 1960	Lines May 1959	Lines Jan.-May 1960	Lines Jan.-May 1959
Outdoor & Sport								
American Rifleman	45.4	49.6	230.5	237.4	19,478	21,285	98,895	101,880
Field & Stream	86.3	98.3	372.3	408.7	37,035	42,151	159,720	175,319
Fur-Fish-Game	24.0	27.6	118.0	122.2	10,277	11,851	50,603	52,412
Guns	31.0	17.4	112.9	96.4	13,299	7,465	48,434	41,355
Outdoor Life	82.2	85.8	365.8	389.4	35,261	36,805	156,909	167,053
Sports Afield	73.6	88.3	313.8	357.9	31,589	37,862	134,588	153,536
Total Group	342.5	367.0	1,513.3	1,612.0	146,939	157,419	649,149	691,555
Detective & Fiction								
Cavalier	17.5	17.5	119.1	88.2	7,496	7,504	51,089	37,842
Dell Men's Group	11.5	10.0	65.6	64.9	4,922	4,280	28,110	27,860
Total Group	29.0	27.5	184.7	153.1	12,418	11,784	79,199	65,702
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	27.0	41.8	131.0	199.7	22,987	35,515	111,328	169,714
Family Weekly	50.9	53.4	186.2	238.3	43,182	45,373	158,175	202,604
Parade	62.4	76.5	277.0	353.2	53,041	65,017	235,416	300,196
This Week Magazine	93.4	84.7	372.7	387.6	79,417	72,001	316,775	329,496
Total Group	233.7	256.4	966.9	1,178.8	198,627	217,906	821,694	1,022,010

	Pages April 1960	Pages April 1959	Pages Jan.-April 1960	Pages Jan.-April 1959	Lines April 1960	Lines April 1959	Lines Jan.-April 1960	Lines Jan.-April 1959
Newspaper Sections (II) (April)								
(All other newspaper sections)								
Chicago Tribune Magazine	158.0	177.4	625.6	559.7	134,322	152,072	531,765	475,744
New York Times Magazine	372.2	325.4	1,219.8	1,061.6	316,409	276,566	1,036,808	902,392
Philadelphia Inquirer	133.7	155.1	495.9	574.1	113,653	131,825	421,603	487,976
Total Group	663.9	657.9	2,341.3	2,195.4	564,384	560,463	1,990,176	1,866,112

	Pages May 1960	Pages May 1959	Pages Jan.-May 1960	Pages Jan.-May 1959	Lines May 1960	Lines May 1959	Lines Jan.-May 1960	Lines Jan.-May 1959
Comics Magazines								
American Comics Group	7.0	7.0	35.0	35.0	2,646	2,646	13,230	13,230
‡Archie Comic Group	7.2	7.0	21.2	21.0	2,709	2,646	8,001	7,938
†Harvey Comics Group	8.0	8.0	41.0	40.0	3,024	3,024	15,498	15,120
National Comics Group:								
Blue Unit	3.0	6.0	26.5	31.5	1,134	2,268	10,017	11,907
Red Unit	6.0	6.0	29.0	32.5	2,268	2,268	10,962	12,285
Total Group	31.2	34.0	152.7	160.0	11,781	12,852	57,708	60,480

‡Published bi-monthly; figures shown are for May issue. †Some books in group published monthly; others published bi-monthly.

	Pages May 1960	Pages May 1959	Pages Jan.-May 1960	Pages Jan.-May 1959	Lines May 1960	Lines May 1959	Lines Jan.-May 1960	Lines Jan.-May 1959
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	40.5	60.0	134.5	236.7	36,414	54,047	121,055	213,000
†La Presse	87.0	107.5	393.8	407.4	78,344	96,769	354,491	366,717
‡Perspectives	83.5	—	323.1	—	81,384	—	315,041	—
†Star Weekly	103.7	119.9	463.4	478.5	90,759	104,922	405,470	418,663
†Weekend Magazine	107.3	130.3	474.0	545.9	104,668	127,049	462,273	532,345
Total Group	422.0	417.7	1,788.8	1,668.5	391,569	382,787	1,658,330	1,530,725

†Four Issues May 1960; five issues May 1959. ‡First published September 12, 1959.

	Pages May 1960	Pages May 1959	Pages Jan.-May 1960	Pages Jan.-May 1959	Lines May 1960	Lines May 1959	Lines Jan.-May 1960	Lines Jan.-May 1959
Canadian								
†Canadian Homes	54.5	55.7	187.5	187.5	37,077	37,883	127,487	127,506
Chatelaine	83.8	67.4	337.3	309.5	57,000	45,850	229,358	210,458
Liberty	28.0	27.8	109.7	125.9	12,012	11,962	47,061	54,044
Maclean's	101.1	92.0	362.7	371.0	68,714	62,537	246,613	252,248
Reader's Digest:								
English Edition	124.8	136.5	478.8	434.3	22,705	24,843	87,133	79,034
French Edition	131.8	140.5	502.3	469.8	23,979	25,571	91,410	85,495
Revue Moderne	19.0	24.0	79.2	100.4	13,050	16,300	53,981	68,269
Revue Populaire	23.0	21.0	116.9	87.1	16,122	14,831	81,517	61,088
Samedi	23.9	26.2	81.3	70.6	16,715	18,338	56,880	49,449
*‡Saturday Night	66.4	47.5	150.0	158.8	27,886	19,956	62,994	66,703
‡Time-Canadian	180.1	162.1	549.8	500.9	75,950	68,390	230,860	210,315
Total Group	589.9	591.1	2,255.7	2,156.1	267,374	258,115	1,021,440	987,591

†Formerly Canadian Homes & Gardens. ‡Not included in totals; as May figures were not available as this issue went to press April figures are shown. *Three issues April 1960; two issues April 1959.

	Pages May 1960	Pages May 1959	Pages Jan.-May 1960	Pages Jan.-May 1959	Lines May 1960	Lines May 1959	Lines Jan.-May 1960	Lines Jan.-May 1959
§Foreign (May)								
Hablemos	21.9	19.5	103.1	76.5	18,354	16,380	86,604	64,260
Popular Mechanics:								
Popular Mekanik (Danish)	21.0	21.0	114.5	93.0	4,704	4,704	25,648	20,832
†PM (Dutch)	9.0	—	50.3	—	2,016	—	11,267	—
Mecanique Populaire (French)	30.0	35.0	134.0	143.4	6,720	7,840	30,010	32,121
Populare Mechanik (German)	5.5	7.6	21.9	27.1	1,232	1,708	4,905	6,076
Popular Mekanik (Swedish)	12.5	10.0	56.0	44.5	2,800	2,240	12,544	9,968
‡Mecanica Popular (Spanish):								
Mexican-Caribbean Edition	31.5	—	127.4	—	7,056	—	28,518	—
Southern Hemisphere Ed.	13.5	—	68.2	—	3,024	—	15,276	—
Brazil (Portuguese) Ed.	22.5	—	96.6	—	5,040	—	21,644	—
Total Group	167.4	93.1	772.0	384.5	50,946	32,872	236,416	133,257

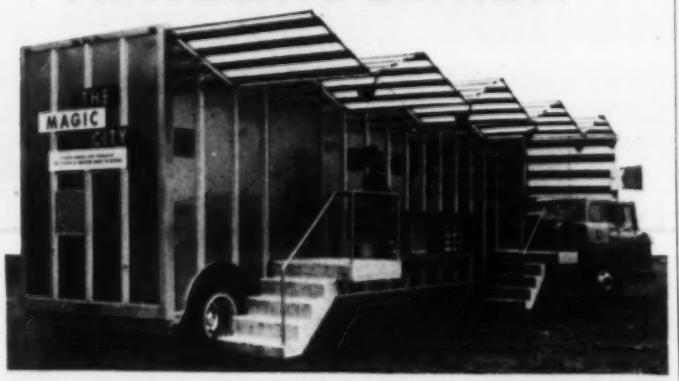
§Because current month linage figures for several publications are not yet available this group is broken into a May and an April section. †First published January 1960. ‡Editions first published January 1960.

	Pages April 1960	Pages April 1959	Pages Jan.-April 1960	Pages Jan.-April 1959	Lines April 1960	Lines April 1959	Lines Jan.-April 1960	Lines Jan.-April 1959
Foreign (April)								
Life International:								
International Edition	81.0	70.2	315.0	261.1	55,080	47,770	214,200	177,565
*Mexican Edition	22.4	—	81.2	—	15,300	—	55,250	—
Spanish Edition	41.4	50.0	169.7	198.5	28,220	34,000	115,515	135,065
Spanish Edition ‡(Caribbean Edition)	21.2	—	80.2	—	14,450	—	54,570	—
Newsweek:								
Pacific Edition	169.7	79.0	436.8	267.1	71,257	33,180	183,435	112,182
European Edition	82.3	84.7	291.9	282.3	34,579	35,560	122,602	118,566
Reader's Digest:								
Arabic	41.0	27.5	146.5	121.5	6,724	4,510	24,026	19,926
Argentine	55.5	57.0	169.5	156.0	10,101	10,374	30,849	28,392
Australian	81.3	72.8	245.3	248.5	14,788	13,241	44,636	45,227
Austrian	70.0	62.0	227.0	220.0	12,740	11,284	41,314	40,040
Belgian	63.0	44.0	188.5	142.0	11,025	7,700	32,988	24,850
Brazilian	72.5	84.5	253.5	283.0	12,688	14,788	44,363	49,525
British	95.5	83.5	310.5	256.0	17,763	15,531	57,753	47,616
Caribbean	78.5	65.0	244.5	205.5	14,287	11,830	44,499	37,401
Danish	55.8	47.8	150.3	142.8	9,478	8,118	25,543	24,268
Dutch	74.5	43.0	243.0	145.0	13,559	7,826	44,226	26,390
Finnish	34.0	28.0	94.0	78.0	6,324	5,208	17,484	14,508
French	143.5	111.0	428.0	371.0	25,113	19,425	74,900	64,925
French-Swiss	37.0	26.3	100.0	77.0	6,475	4,608	17,500	13,475
German	134.0	120.0	419.0	412.0	24,388	21,840	76,258	74,984
German-Swiss	42.5	34.0	126.0	99.0	7,735	6,188	22,932	18,018
Iberian	76.5	84.5	257.5	280.0	13,923	15,379	46,865	50,960
Indian	52.0	56.0	181.0	199.0	9,464	10,192	32,942	36,281
Italian	102.0	92.5	262.5	241.5	17,544	15,910	45,150	41,538
Japanese	46.0	39.0	143.5	146.3	7,728	6,552	33,852	47,487
Mexican	38.0	42.0	163.0	165.5	6,916	7,644	29,666	30,121
New Zealand	34.5	25.5	122.0	100.5	6,279	4,641	22,204	18,291
Norwegian	53.5	54.0	164.0	146.5	9,095	9,180	27,880	24,905
Overseas Military	40.0	34.0	148.0	137.0	7,280	6,188	26,936	24,934
South African	73.5	67.5	294.5	271.0	13,157	12,083	52,718	48,509
Southern Hemisphere	17.5	17.5	79.0	77.5	3,185	3,185	14,378	14,105
Swedish	78.0	64.5	214.5	177.0	14,508	11,997	39,897	39,922
Time International:								
Time-Atlantic	126.2	118.1	498.1	425.5	52,990	49,595	209,545	178,675
Time-Latin American	98.1	103.8	360.5	388.7	41,545	43,540	151,375	163,205
Time-Pacific	131.0	90.8	392.7	368.2	55,020	38,080	164,885	154,630
Vision:								
Visao (Portuguese)	164.0	140.0	505.7	520.2	68,880	58,800	212,380	218,470
Mexican Edition	25.3	17.2	70.2	65.0	10,640	7,210	29,470	27,300
Spanish Edition	73.3	70.7	290.0	273.4	30,800	29,715	121,800	114,835
Total Group	2,726.0	2,199.9	8,867.1	7,949.1	781,028	642,872	2,606,786	2,307,028

*First published May 18, 1959. †First published January 1960.

Yours at a bargain... this deluxe

TRACTOR-TRAILER for TRAVELING EXHIBIT



Specially designed for use with the highly successful "Magic City" exhibit of the Citizens & Southern Banks, this deluxe unit is now offered for sale.

- Trailer is one of first ever built from gold-anodyzed aluminum. Fade-resistant gold coating is *triple* normal thickness.
- Heated, lighted and air-conditioned. Automatic temperature control.
- Gold-colored Ford tractor used only 11,000 miles. Carries its own power generator. Also can use outside 220-volt.
- Special awning protects waiting viewers.
- 37-foot retractable flashing-light tower for night showings.
- Inside floors of cork, walls of blue Vicrtex.
- Dimensions of tractor-trailer: 47' long; with stairways and awning installed, covers width of 15 feet.

Now stored in Atlanta, Ga. Priced for quick sale, fully assembled and ready for use. Write or 'phone:

R. E. Sibley, Asst. Vice President

The Citizens & Southern National Bank

Broad and Marietta Streets, Atlanta, Georgia

Tel: JAckson 5-3811

U. S. Rubber Will Spend $4,000,000 in Tire Drive

U. S. Rubber Co., New York, estimating that men make up 85% of the replacement passenger tire market, has designed a $4,000,000 campaign to promote its new U. S. Royal "low profile" tires to a primarily male audience. A $100,000 fishing sweepstakes is being plugged with two-color pages and spreads in May issues of *Argosy, Field & Stream, Outdoor Life, Sports Afield* and *True*, plus a three-page color ad in *The Saturday Evening Post* May 7.

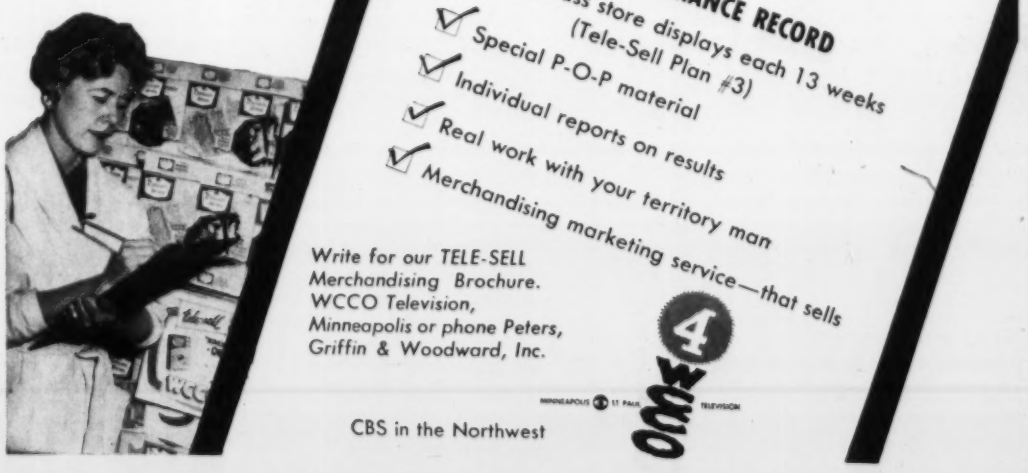
The company is also using *American Salesman, Look, Mechanix Illustrated, Popular Mechanics* and *Popular Screen*, plus newspapers and tv spots. Fletcher Richards, Calkins & Holden, New York, is handling the campaign.

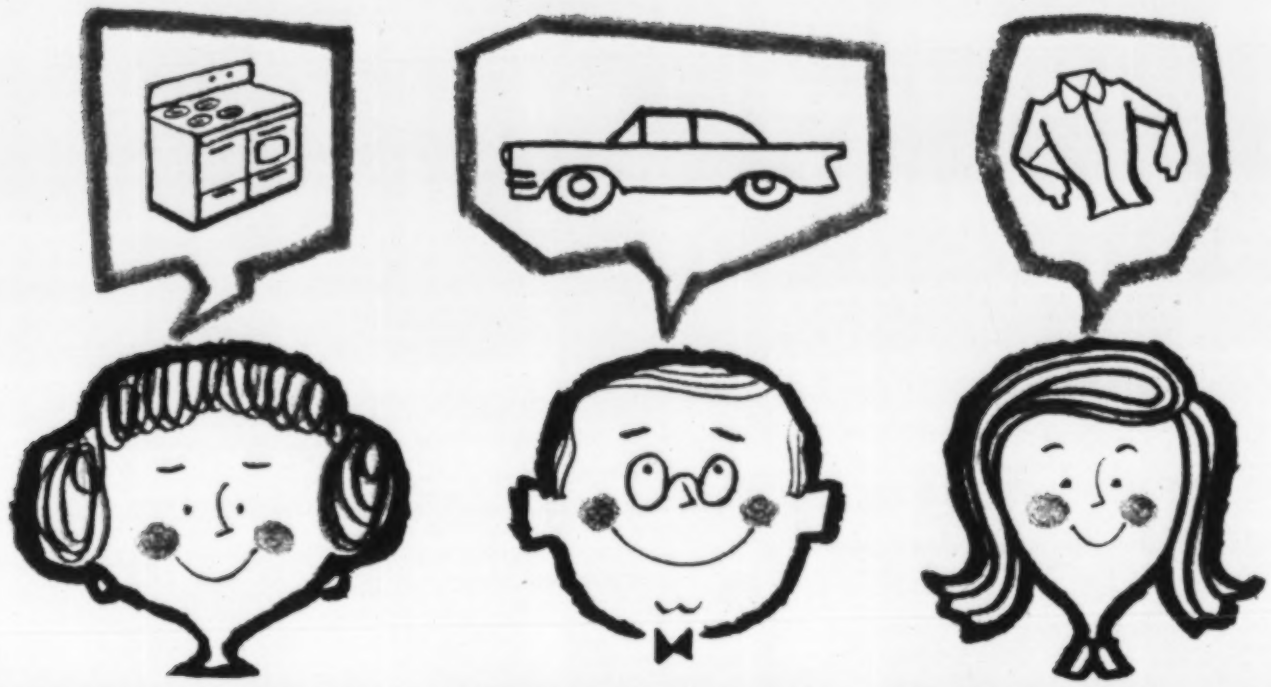
Gates Adds Two Accounts

W. N. Gates Co., Cleveland, has been named agency for Cleveland Union Stock Yards Co. and Carhoff Co., Cleveland. The stockyards company had no previous agency. Carhoff, which makes No-Fog lens cleaning tissues and other products, was with Ritchie & Sattler, Cleveland.

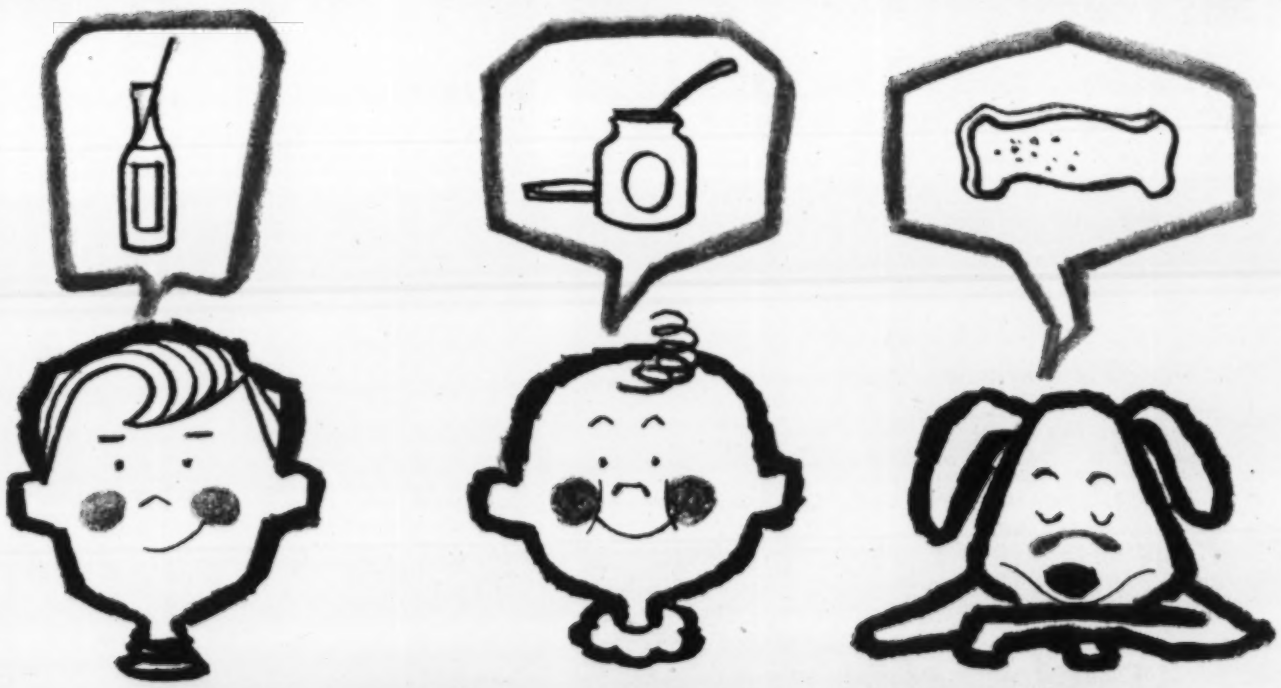
Twitty Joins Doyne

Harold Twitty, formerly vp and account executive at Noble-Dury & Associates, Nashville, has joined Doyne Advertising Agency, Nashville, as vp. He will do creative and contact work.


WCCO TELEVISION
TELE-SELL MERCHANDISING REPORT
PERFORMANCE RECORD
140 mass store displays each 13 weeks (Tele-Sell Plan #3)
Special P-O-P material
Individual reports on results
Real work with your territory man
Merchandising marketing service—that sells
Write for our TELE-SELL Merchandising Brochure.
WCCO Television,
Minneapolis or phone Peters, Griffin & Woodward, Inc.
CBS in the Northwest
4 WCCO



HOW TO CREATE DESIRES



BY THE MILLIONS!

You're sure to create strong action-producing desires by the millions and tap the enormous buying power of the families of New York, Chicago and Philadelphia, when your convincing sales message is delivered by the 3 top markets' most popular weekly reading habit — FIRST 3 MARKETS GROUP magazines.

By thus concentrating a realistic part of your advertising effort on these 3 outstanding urban sales centers your ad will receive the powerful added stimulus of the finest Rotogravure or Colorgravure reproduction in the FIRST Sections of the FIRST Newspapers of the FIRST 3 Cities assuring maximum package and product EYEdentification. In New York, Chicago and Philadelphia — which account for 19% of Total U. S. Effective Buying Income and where family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out — *there is no substitute* for FIRST 3 MARKETS' dominant 55% COVERAGE of all families.

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U. S. Retail Sales $1.00. FIRST 3 MARKETS GROUP concentrates the bulk of over 5½ million circulation within these six states to deliver 40% COVERAGE of the families.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Creative Man Engages in 'Hyper-Academic Flyspecking'

To the Editor: No wonder the Creative Man remains anonymous! He'd have been an arrant fool to sign his name to his May 9 vituperation against the Valiant "Lower your cost of living it up" ad. I submit that the title of his weekly pontification is a gigantic misnomer. More fitting it would read: *the hyper-academic, flyspecking man's corner.* Instances are frequent when the Creative Man seems to become utterly enamored with the cutting tool of his authority, and this time he's conjured up great bravado, puffed out his academic chest, and tried on the role of giant killer. (Matter of fact, as I read, I vividly envisioned his trembling pen, and the very words seemed to quake fearfully on the page.)

This is a giant of an ad—the best done yet for an American compact. Thanks to BBDO's somebody, America remains in competition with its foreign guests with some imaginative, image-building stuff. I think the Creative Man's downright un-American. Who cares if the headline's on the wrong side? Who cares if a sentence is grammatically incorrect? etc. etc. etc. This is inexcusable flyspecking.

People don't read ads in this academic, hypercritical manner. The best ad *communicates*, clearly and vernacularly, in a language and style of expression that create rapport. The writer of this Valiant ad knows that when you have a job of word-picture painting to do and do it well, a misplaced comma or a forgotten verb are obscured by the reader's enjoyment of *what's* being said. Advertising must be *in* the language of the people (which is something less than grammatically flawless).

I suggest that the Creative Man get a job as a freshman composition teacher. He's obviously missed his calling.

Robert Tatham Littell,
Copywriter, Butcher-Sherwood, Milwaukee.

• • •

AA Mention Boosts Requests for O.S. Tyson & Co. Study

To the Editor: Just a note to tell you that we have received requests for over 18,000 copies of the Tyson study, "Changing Role of Industrial Advertising."

A substantial number of these requests have followed the story that ran in Advertising Age. Inquiries came in from all over the country—from publishers, ad agencies, space salesmen and advertising, marketing and sales managers of giant corporations, as well as small companies. Practically all the requests came in the form of personal letters on company letterhead.

In my seven years with the agency we have produced no single piece of literature for ourselves or our clients that has approached the enthusiastic response developed over the "Changing Role."

It occurred to me that this certainly is a credit to the readership of Ad Age, as well as the interest in the Tyson concept of the new role of industrial advertising.

Alfred J. O'Brien Jr.,
Vice-President, Publicity, O. S. Tyson & Co., New York.

• • •

About the Size of It . . .

To the Editor: Talk about truth in advertising, this is the type of stuff that really gets my cork.

I cannot believe that this size-10 model ever wore that 46 skirt and

conversely that "new" size 46 was never worn by anybody of any size.

Robert M. Darr,
Vice-President, Franklin Advertising, Milwaukee.

• • •

3¢ Still Gets You Something

To the Editor: In all deference to W. F. Randolph, regarding the advertisement in the *Wall Street Journal* for California Federal Savings (Advertising Age, April 18, 1960) I'd like to point out that Mr. Randolph, unlike so many New Englanders of my acquaintance, is tremendously profligate.

The reason for this is simply, in order to have returned the coupon to California Federal Savings, one needed only to have filled it out, clipped it and affixed it to a postal card. Then that 3¢ stamp would have taken the request for additional information to the California Federal Savings without further ado.

The 3¢ stamp is not outmoded for people thirsting for information.

Patrick E. O'Rourke,
Advertising Director, *Family Weekly*, Chicago.

• • •

Mennen TV Ad Demonstration Is Misleading, He Says

To the Editor: In re: Harry W. McMahan, Page 97, your issue April 25:

I think you would do well to get some more (realistic) (objective) individual to edit the comments on tv commercials.

His comment on Mennen's Softstroke as one of the year's ten best completely overlooks the misleading manner in which the Mennen product shows its superiority over "Brand X."

Notice, please, that "Brand X" is shot straight up so that it quite naturally is dissipated into the water as a plume.

Notice how carefully the Mennen product is expelled into a cupped hand so that it won't plume as did "Brand X."

True, nobody is hurt by this sly cheating, but it is all a part of the quite common practice these days of making things seem what they actually are not.

I guess agencies and clients intend to continue these less than ethical practices until legal curbs are written into law, or such bodies as FCC or FTC decide to act more forcefully.

When we see countless presentations use similar techniques such as this sly Mennen tv commercial, how ridiculous it makes big shot Barton A. Cummings' windy, wordy "Fight Back"—Page 8 of your April 25 issue.

What is it which keeps such "big" men in advertising blind to the obvious mis-use of the great power of advertising? Are they totally unable to stand aside and view the current advertising scene objectively? Does an extra buck stand before their eyes and blind them, or do they see sly cheating as wholly in keeping with basic integrity?

Jno. J. Cahill,
San Anselmo, Cal.

P.S. I am now retired after 44 years in advertising, but I have been complaining for several decades on what I regard as practices which are hurtful to the business of advertising.

• • •

Small Agency Finds Fault With Big Agency's Product

To the Editor: You don't make the news . . . you just publish it. True . . . but as a small, growing advertising agency, we have always been on the look-out for new business. Business that we felt we could do a good, reputable selling and promotional job on their products.

We get them . . . but it's twice as hard for a small agency to earn a "buck" than most large agencies. We have to produce . . . and at reasonable cost.

My question . . . Dr. Agony . . . is this: Where the h—— do you find big spenders like Kaiser that will pay a high price for junk? Y&R is a good agency, but somebody went off the deep end on the 24-sheet pitch (AA, May 2).

I spent four years on the board of GOA and I think this entitles me to a little bit of "know-how." The enclosed repro "stinks." I wouldn't buy it after a five-hour lunch.

The campaign would have to be three times three before they plug (as they say) aluminum building materials . . . let alone sell any homes.

O.K. so I've said it, now I'll crawl back into my suburban knot-hole and try to live up to the ethics of good advertising for some of our dependent "small" advertisers.

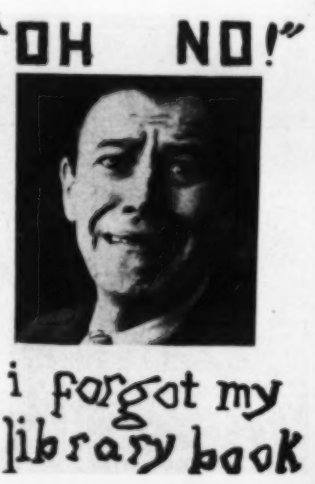
J. D. Culea,
President, jd culea Advertising, La Grange, Ill.

• • •

Student Shows Ingenuity in Library Week Poster

To the Editor: Fully cognizant Advertising Age is for professionals in the business of advertising, we still felt the enclosed poster might be of interest to your many readers. It was done during National Library Week.

One of more than 100 done by school children, all amateurs, we really believe this one is outstanding, shows great ingenuity and creativeness on the part of its creator,



Susan Benscoter, a student in the 6th grade at the Douglas School at Ellsworth Air Force Base, Rapid City, S. D.

With best wishes to you and your fine staff, I am

Most sincerely,

William H. Douglas,
Douglas Advertising Agency, Rapid City, S. D.

P.S. As it happens, I was chairman of National Library Week in this city. Our local all-out promotion should make some type of national record. Some 47 local citizens combined to do a terrific job.

• • •

He Thinks There's Something Fishy About This Ad Campaign

To the Editor: Sometimes I get the feeling that ad agencies are the best con men around. Otherwise, how could advertisers possibly fall for some of the campaigns that are presented to them?

For example, the ad attached. What in the world potato pancakes

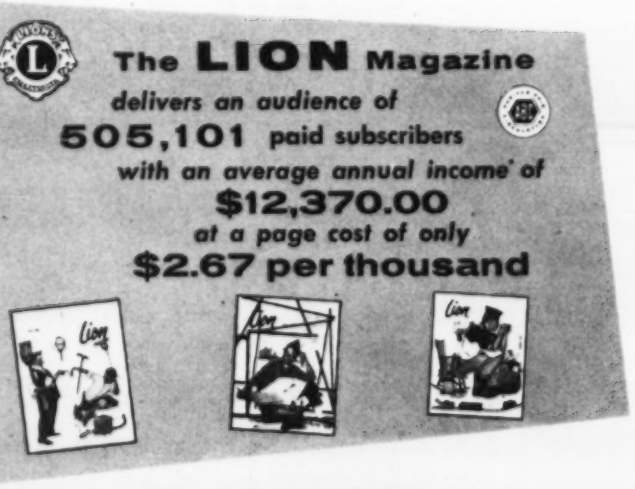
"Potato pancakes are a thing of the past.
My family discovered GILL NETTERS!"
GILL NETTERS BEST
SALMON
GILL NETTERS BEST
TUNA
Gill Netters Fancy Salmon and Fancy White Tuna! Rich in protein, full of juicy flavor. Just open and serve. Try some today. Delicious! Buy Gill Netters at your food store and supermarket.
MRS. STANLEY BIER, LITTLE NECK, L. I.

have to do with salmon and tuna is beyond me. Of course, the idea is a beaut from the standpoint of the agency, because it could run copy from now until doomsday on the same theme, following up with blintzes, and almost every other grocery item on supermarket shelves.

Len Holland,
New York.

Get The
LION'S
Share
of the
Upper Income Market

The LION Magazine
delivers an audience of
505,101 paid subscribers
with an average annual income of
$12,370.00
at a page cost of only
$2.67 per thousand



What is a LION?

- He is a loyal, active member—by invitation only—of Lions International, the world's largest service club organization.
- He is a business executive or professional man.
- 74% are business owners, presidents, vice presidents or other corporate officers.
- He is a family man, age 45, with two teen-age children.
- He is a sportsman, and an avid hobby enthusiast.

Get ALL the facts on this kingly market

A recognized market research firm recently completed an accurate, unbiased and completely independent study of THE LION market, based on personal interviews. You'll find all the exciting facts interestingly presented in the easy-to-read booklet, "CAPTIVE . . . BUT NOT CAGED." Telephone, write or wire Robert F. Chana, Advertising Manager, for your copy—today!

THE Lion MAGAZINE
209 N. MICHIGAN AVE.
CHICAGO 1, ILLINOIS
Telephone: ANdover 3-2500

"Sorry, Dearie, this paper
belongs to the Chief!
He says let your Boss get his own,
like all the other executives do!"

Admanition: Don't miss the point of the pull.

May Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959	May 1960	May 1959
General Farm Publications										
§American Agriculturist (sm)	46.6	48.0	165.2	162.1	33,905	34,941	122,228	117,917	31,365	32,266
§Arizona Farmer-Ranchman (bw)	71.5	77.6	287.3	272.7	54,089	58,667	217,189	206,158	53,341	57,882
Arkansas Farmer: (mon)										
#Delta Edition	21.7	21.7	109.7	100.0	16,399	16,419	82,969	75,368	15,993	15,873
#Western Ed.	18.8	20.5	94.8	98.1	14,248	15,523	71,713	74,163	13,842	14,977
Average 2 Editions	20.3	21.1	102.3	99.1	15,323	15,971	77,341	74,900	14,917	15,425
§California Farmer: (sm)										
Central Valley Ed.	43.0	—	178.5	—	37,722	—	145,718	—	36,757	—
Northern Edition	49.7	47.9	195.3	184.1	43,605	42,041	160,174	162,205	42,640	41,028
Southern Edition	41.7	43.9	169.7	175.7	36,616	38,630	138,213	154,863	35,651	37,617
Average 3 Editions	44.8	45.9	181.1	179.9	39,314	40,335	148,035	158,534	38,349	39,322
Colorado Rancher & Farmer (sm)	36.8	51.4	228.6	206.1	27,832	38,864	172,980	155,917	25,683	36,918
Dakota Farmer (sm)	102.4	107.1	343.2	372.3	80,346	84,016	269,079	291,892	79,231	82,772
Electricity on the Farm (mon)	13.7	14.5	51.3	52.9	4,753	5,012	17,719	18,253	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Ed.	30.8	36.6	197.2	212.4	13,218	15,716	84,602	91,140	11,502	13,849
#Southwestern Ed.	36.6	38.5	198.9	194.7	15,684	16,504	85,338	83,542	13,912	14,447
Average 2 Editions	33.1	37.4	197.9	205.5	14,180	16,024	84,887	88,177	12,442	14,082
The Farmer (sm)	67.9	92.8	486.3	511.3	53,256	72,755	381,240	400,861	48,903	67,688
Farmer-Stockman: (mon)										
#Oklahoma Ed.	31.8	35.0	186.6	174.1	24,143	26,594	141,848	124,814	22,453	25,236
#Texas Edition	30.5	27.3	182.2	159.3	23,216	20,720	138,672	111,530	21,526	19,172
Average 2 Editions	31.2	31.1	184.5	168.3	23,680	23,657	140,260	118,172	21,990	22,204
Farm Journal: (mon)										
#Central Edition	83.1	94.8	490.0	465.1	35,660	40,690	210,216	199,511	34,468	39,389
#Eastern Edition	70.5	87.7	403.4	416.1	30,228	37,616	173,040	178,491	29,036	36,315
#Southeastern Ed.	57.0	76.0	332.0	358.2	24,437	32,613	142,421	153,685	23,245	31,312
#Southwestern Ed.	58.3	76.0	336.2	358.2	25,009	32,613	144,210	153,685	23,817	31,312
#Western Ed.	75.5	96.5	413.2	448.6	32,374	41,407	177,245	192,449	31,182	40,106
Average 5 Editions	68.9	88.8	397.7	422.0	29,542	38,082	170,633	181,034	28,350	36,781
*Farm Quarterly (q)	—	—	123.5	115.2	—	—	57,057	53,222	56,275	51,649
Georgia Farmer: (mon)										
#North Edition	15.3	17.1	81.1	65.8	11,569	12,900	61,384	49,772	11,232	12,279
#South Edition	18.9	19.1	94.4	78.2	14,292	14,478	71,417	59,144	13,955	13,857
Average 2 Editions	17.1	18.1	87.8	72.0	12,930	13,689	66,400	54,458	12,594	13,068
Indiana Farmer (mon)	11.3	18.2	86.8	76.8	8,879	14,307	68,065	60,284	7,166	12,174
Kentucky Farmer (mon)	18.0	29.6	109.5	124.4	14,122	23,271	85,862	97,536	12,844	21,647
Mississippi Farmer: (mon)										
#Delta Edition	15.7	11.3	85.0	47.2	11,852	8,558	64,312	35,701	11,598	8,246
#Eastern Edition	13.7	10.8	68.9	45.4	10,387	8,180	52,095	34,373	10,133	7,868
Average 2 Editions	14.7	11.1	77.0	46.3	11,120	8,369	58,203	35,037	10,865	8,057
Montana Farmer-Stockman (sm)	53.0	65.5	321.9	310.0	40,109	49,581	243,374	234,395	34,236	45,227
Nebraska Farmer (sm)	72.4	89.6	481.9	524.3	54,783	67,783	364,496	397,190	49,540	61,882
§New England Homestead (sm)	33.2	42.6	127.5	141.9	23,262	29,819	89,219	99,299	17,759	23,746
New Jersey Farm & Garden (mon)	35.9	38.2	192.0	194.9	16,135	17,211	86,367	87,700	14,629	15,304
New Mexico Farm & Ranch (mon)	24.7	19.6	111.7	78.7	18,718	14,812	84,641	59,521	18,606	14,630
§Pacific Northwest Farm Quad: (sm)										
Idaho Farmer	47.3	60.8	185.9	185.8	35,785	45,964	140,614	140,585	33,965	44,457
Oregon Farmer	42.5	55.5	171.8	167.7	32,147	41,923	129,884	126,804	30,667	40,817
Utah Farmer	50.5	61.0	182.1	181.2	38,146	46,108	137,776	137,116	35,567	44,601
Washington Farmer	48.3	57.5	186.4	172.6	36,479	43,498	140,955	130,577	34,931	43,363
§Pennsylvania Farmer (sm)	58.2	70.8	266.8	274.8	44,702	54,360	204,943	211,053	40,508	50,088
Prairie Farmer: (sm)										
#Illinois Edition	81.1	98.3	548.5	569.4	59,060	71,596	399,322	414,581	49,873	62,896
#Indiana Edition	75.6	96.3	526.7	548.8	55,054	70,141	383,486	399,580	45,867	61,441
Average 2 Editions	78.3	97.3	537.6	559.1	57,057	70,868	391,404	407,080	47,870	62,168
Progressive Farmer: (mon)										
#Carolina-Va. Ed.	80.3	91.6	430.0	431.9	54,568	62,271	292,366	293,663	52,405	59,811
#Ga.-Ala.-Fla. Ed.	81.7	93.7	427.2	425.9	55,575	63,735	290,503	289,590	53,645	61,510
#Ky.-Tenn.-W. Va. Ed.	77.6	84.6	392.9	396.6	52,780	57,519	267,178	269,700	50,915	55,272
#Miss.-La.-Ark. Ed.	76.1	85.4	383.2	396.6	51,750	58,079	260,600	269,721	50,188	56,382
#Texas Edition	83.2	88.9	395.2	409.9	56,596	60,468	268,724	278,721	54,707	58,153
Average 5 Editions	79.8	88.8	405.7	412.2	54,254	60,414	275,874	280,279	52,372	58,226
††§Rural New-Yorker: (mon)										
New York-New England Edition	20.9	40.2	107.2	138.5	15,963	31,555	81,899	108,228	12,915	27,246
Pa.-Jersey Farming Ed.	20.4	33.6	98.3	117.0	15,600	26,314	74,877	91,308	12,552	22,564
††Southern Planter (mon)										
#Va.-W. Va.-Md.-Del. Edition	20.8	21.7	144.1	120.8	14,577	15,175	100,901	84,559	14,114	14,701
#N. Car.-S. Car.-Ga. Edition	17.7	—	123.9	—	12,379	—	86,704	—	11,916	—
Average 2 Editions	19.2	—	134.0	—	13,478	—	93,803	—	26,030	—
Successful Farming (mon)	76.2	84.6	403.4	429.1	34,283	38,063	181,519	193,085	33,577	37,375
Tennessee Farmer & Homemaker (mon)	12.1	19.6	78.5	93.4	9,446	15,338	61,409	73,222	8,460	14,052
**§Weekly Star Farmer: (w)										
Kansas Edition	20.8	24.8	57.2	76.7	51,495	61,045	141,177	189,081	32,179	34,327
Missouri Edition	20.7	25.4	57.8	80.2	51,156	62,700	142,634	197,712	32,083	36,881
Okla.-Ark. Ed.	18.0	21.2	49.1	68.1	44,551	52,224	121,002	167,848	28,724	29,712
Average 3 Editions	19.8	23.8	54.7	75.0	49,067	58,656	134,938	184,880	30,995	33,640
Western Crops & Farm Management (mon)	22.7	22.4	133.3	111.1	9,722	9,692	57,204	47,926	9,722	9,692
Western Farm Life: (sm)										
#Regular Edition	15.3	23.0	102.9	112.3	12,015	18,102	80,698	88,113	8,642	12,414
#Eastern Edition	19.4	28.2	134.1	165.7	15,261	22,179	105,932	129,959	11,888	16,407
Average 2 Editions	17.4	25.6	119.0	139.0	13,683	20,140	93,315	109,036	10,265	14,410
Wisconsin Agriculturist & Farmer (sm)	43.2	71.7	364.3	397.4	33,890	57,439	286,831	314,330	32,423	56,205
Wyoming Stockman-Farmer (mon)	47.2	45.4	229.8	215.5	35,686	34,384	175,616	163,614	31,457	29,373
Total Group	1,017.5	1,189.5	6,059.5	5,936.9	687,207	809,742	4,045,579	3,997,121	700,447	801,009

#Not included in totals. §Not included in totals; because May figures were unavailable as this issue went to press April figures are shown. *Published quarterly in March, June, September and December; cumulative figures shown are for March issue. †Became monthly publication effective with March 1960 issue. ‡Two issues April 1960; four issues April 1959. ††Regional editions first published January 1960. **Four issues April 1960; five issues April 1959.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	16.4	15.0	98.6	93.0	16,442	14,983	98,578	93,031	17,067	14,629
Texas Ranch & Farm (mon)	11.2	10.5	87.6	84.9	11,242	10,514	87,626	84,924	10,626	9,982
Total Group	27.6	25.5	186.2	177.9	27,684	25,497	186,204	177,955	26,693	24,611

Farm Organizations & Education

Agricultural Leaders' Digest (mon)	6.2	6.5	40.0	44.9	2,643	2,824	17,231	19,287	2,643	2,824
†Better Farming Methods: (mon)										
#Eastern Edition	23.3	—	121.4	—	10,013	—	52,077	—	10,013	—
#Central Edition	25.5	—	133.8	—	10,938	—	57,409	—	10,938	—
#Southern Edition	24.2	—	130.2	—	10,366	—	55,853	—	10,366	—
#Western Edition	22.5	—	120.5	—	9,640	—	51,704	—	9,640	—
Average 4 Editions	23.9	19.0	126.5	134.6	10,239	8,149	54,261	57,741	10,239	8,149
California Farm Bureau Monthly (mon)	12.5	9.1	58.9	49.3	9,478	6,906	44,516	37,356	9,030	6,405
Cooperative Digest (mon)	5.5	6.7	35.3	41.6	2,310	2,800	15,090	17,430	2,310	2,800
County Agent & Vo-Ag Teacher (mon)	28.6	20.0	143.7	145.6	12,257	8,589	61,658	62,431	12,257	8,589
§Iowa Farm Bureau Spokesman (w)	56.8	54.3	243.2	229.4	57,652	55,115	246,848	232,941	53,870	51,090
Michigan Farm News (mon)	1.8	2.1	11.8	12.9	4,310	5,007	27,469	30,211	3,990	4,498
Missouri Farmer (mon)	16.0	13.7	61.6	62.4	6,712	5,742	25,874	26,198	5,857	4,836
National 4-H News (mon)	20.8	18.7	101.7	103.2	8,741	7,874	42,735	43,348	8,741	7,874
Nation's Agriculture (mon)	5.0	7.9	30.1	41.1	2,267	3,552	13,554	18,895	—	—
Ohio Farm Bureau News (mon)	13.5	11.1	73.3	53.3	6,062	4,989	33,095	24,284	—	—
§Washington Grange News: (sm)										
East Edition	16.2	15.6	53.8	62.2	17,542	16,975	58,387	67,827	17,178	16,597
West Edition	15.4	15.1	51.6	59.8	16,702	16,366	55,397	64,876	16,338	15,988
Average 2 Editions	15.8	15.3	52.8	60.9	17,122	16,670	57,112	66,215	16,758	16,292
Total Group	133.8	114.8	682.9	688.9	65,019	56,432	335,483	337,181	55,067	45,975

#Not included in totals. §Not included in totals; as May figures were unavailable as this issue went to press April figures are shown. †Regional editions first published July 1959.

Farm Linage Trend

Figures in Thousands

GENERAL FARM PUBLICATIONS
1960
MAY 480
APR. 933
1959
MAY 546

NEWSPAPER-DISTRIBUTED FARM SECTIONS
1960
MAY 28
APR. 32
1959
MAY 25

FARM ORGANIZATIONS & EDUCATION
1960
MAY 65
APR. 69
1959
MAY 56

DAIRY & LIVESTOCK
1960
MAY 215
APR. 264
1959
MAY 217

POULTRY
1960
MAY 56
APR. 59
1959
MAY 67

FRUIT & VEGETABLE
1960
MAY 75
APR. 82
1959
MAY 73

CANADIAN
1960
APR. 431
MAR. 447
1959
APR. 457

Dairy & Livestock

†Breeder's Gazette ((mon)										
#National Edition	15.7	15.7	97.6	85.0	6,745	6,749	41,886	36,506	5,469	6,112
#Regional #1 Ed.	15.9	—	103.1	—	6,801	—	44,240	—	5,525	—
Average 2 Editions	15.8	—	100.4	—	6,773	—	43,069	—	5,497	—
The Cattleman (mon)	90.3	83.9	463.8	445.4	38,028	35,347	194,892	187,158	12,254	15,103
^§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	27.1	26.2	129.7	129.8	58,468	55,678	279,718	276,195	33,431	28,839
Kansas City Daily Drovers Telegram	23.4	29.7	113.1	130.4	50,541	63,242	243,770	277,586	27,379	44,753
Omaha Daily Journal-Stockman	27.5	29.1	140.1	147.9	59,222	61,873	301,968	314,771	35,126	41,934
St. Louis Daily Livestock Reporter	19.7	20.8	100.7	100.7	42,525	44,342	217,294	214,287	25,975	29,706
§Dairymen's League News (bw)	17.0	18.1	60.1	74.2	12,363	13,198	43,695	54,023	11,681	12,479
Florida Cattleman (mon)	63.4	60.1	402.4	370.4	26,639	25,475	166,554	151,412	19,563	17,061
Hoard's Dairyman (sm)	57.7	70.8	373.1	363.8	41,991	51,566	271,651	264,813	36,505	45,443
Livestock Breeder Journal (mon)	44.8	48.0	345.9	333.7	18,844	19,992	148,456	140,028	3,038	4,662
National Hog Farmer (mon)	24.1	21.6	128.3	103.1	24,462	21,924	130,225	104,648	24,154	21,857
National Live Stock Producer (mon)	20.2	17.2	109.6	98.8	14,707	12,547	79,813	71,942	13,496	12,024
Western Dairy Journal (mon)	38.0	33.8	198.3	208.4	16,291	14,496	84,566	89,395	9,347	9,204
Western Livestock Journal: (mon)										
Mts. & Plains Ed.	47.6	51.8	350.6	333.6	20,425	22,243	150,447	143,148	11,024	10,749
Pacific Slope Ed.	73.2	83.3	464.7	467.1	31,434	35,740	199,364	200,358	14,221	14,621
‡§Western Livestock Reporter (w)	32.8	35.6	156.1	162.2	44,053	47,846	209,768	210,067	8,708	7,420
Total Group	475.1	470.5	2,937.1	2,724.3	239,594	239,330	1,469,037	1,352,902	149,099	150,724

#Not included in totals. §Not included in totals; as May figures were unavailable as this issue went to press April figures are shown. *Changed from 2,128-line page to 2,156-line page September 1959. †Regional editions first published February 1960. ‡Four issues April 1960; five issues April 1959.

Poultry

American Poultry Journal: (mon)										
#Egg Producer Eastern Edition	16.2	17.4	86.6	117.2	4,557	7,457	37,168	49,773	4,284	5,840
#Egg Producer Midwest Edition	13.0	19.2	99.0	123.6	5,543	8,249	42,410	52,924	5,270	6,644
#Egg Producer Pacific Edition	14.3	21.4	94.6	128.0	6,144	9,170	41,575	54,889	4,798	6,067
#Egg Producer Southern Edition	13.5	20.3	101.0	132.5	5,793	8,687	43,332	56,892	4,808	6,226
#Broiler Producer Ed.	9.9	19.9	52.7	84.2	4,253	8,530	23,586	36,069	3,994	8,230
#Turkey Producer Ed.	14.0	12.1	78.2	66.4	6,001	5,197	33,544	28,441	5,452	4,890
Average 6 Editions	12.6	18.4	86.1	108.7	5,382	7,882	36,936	46,498	4,767	6,316
Broiler Growing (mon)	27.2	32.8	123.7	181.9	11,650	14,059	53,087	78,028	10,000	11,538
Broiler Industry	25.9	26.6	149.6	136.4	11,662	11,970	67,347	61,390	—	—
Everybodys Poultry Magazine (mon)	19.9	26.5	134.6	181.4	8,521	11,385	57,723	77,870	6,383	8,205
§Georgia Poultry Times (w)	28.2	32.0	126.6	141.2	30,170	34,230	135,576	145,824	25,018	30,618
§The Poultryman: (w)										
Dixie Edition	14.8	14.8	63.4	80.6	16,013	16,060	68,749	87,515	5,337	6,665
National Edition	13.3	14.0	58.9	75.4	14,522	15,143	63,940	81,803	4,637	6,175

(Continued on Page 118)

Main Street cash register ringers!

The best cash register ringers for Main Street merchants today are often farmers... buying more in supermarkets for bigger families, more hardware, tools, and paints, taking out larger insurance policies, shopping for furniture suites, or kids' bicycles.

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Successful Farming

... Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959	May 1960	May 1959
New England Ed.	16.9	18.0	76.2	96.6	18,327	19,530	82,693	104,811	6,545	9,791
New Jersey Ed.	22.6	21.8	92.7	122.3	24,484	23,633	100,523	132,760	13,059	11,730
Poultry Tribune: (mon)										
‡Eastern Edition	30.0	30.9	201.4	218.5	12,849	13,268	86,389	93,756	9,829	10,163
‡Midwest Edition	31.5	31.7	200.5	219.5	13,514	13,612	86,003	94,170	10,668	10,917
‡Pacific Edition	43.1	41.5	238.7	264.8	18,474	17,809	102,407	113,578	11,985	11,848
‡Southeast Edition	37.9	39.2	229.7	245.4	16,253	16,834	98,560	105,297	11,846	12,363
‡Southwest Edition	30.5	36.7	196.8	225.8	13,066	15,737	84,434	96,873	9,993	12,103
Average 5 Editions	34.6	36.0	213.4	234.8	14,831	15,452	91,559	100,734	10,864	11,479
†Turkey World: (mon)										
‡Central Edition	36.6	—	231.4	—	15,709	—	99,265	—	13,654	—
‡Eastern Edition	35.6	—	225.1	—	15,253	—	96,587	—	13,274	—
‡Western Edition	36.5	—	227.5	—	15,640	—	97,598	—	13,913	—
Average 3 Editions	36.2	41.6	228.0	277.1	15,534	17,851	97,817	118,897	13,614	13,346
Total Group	156.4	181.9	935.4	1,120.3	67,580	78,599	404,469	483,417	45,628	50,884

‡Not included in totals. §Not included in totals; as May figures were unavailable as this issue went to press April figures are shown. †Regional editions first published December 1959

Fruit & Vegetable

American Fruit Grower (mon)	35.3	29.4	214.3	180.3	15,234	12,681	92,563	77,891	14,615	12,206
American Vegetable Grower (mon)	30.0	33.0	161.7	182.0	12,956	14,274	69,846	78,620	12,484	13,868
California Citrograph (mon)	21.1	22.9	108.3	104.6	14,210	15,358	72,740	70,280	13,958	15,078
Florida Grower & Rancher (mon)	20.3	20.6	143.9	143.2	13,782	14,042	97,827	97,410	12,834	13,296
†Vegetable Growers Messenger (bm)	13.6	10.6	25.6	20.4	5,712	4,480	11,130	8,568	—	—
Western Fruit Grower (mon)	31.7	30.0	173.9	172.8	13,314	12,600	73,038	72,576	13,314	12,600
Total Group	152.0	146.5	827.7	803.3	75,208	73,435	417,144	405,345	67,205	67,048

†Published bi-monthly; figures shown are for May issue.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Apr. 1960	Apr. 1959	Jan.-Apr. 1960	Jan.-Apr. 1959	Apr. 1960	Apr. 1959	Jan.-Apr. 1960	Jan.-Apr. 1959	Apr. 1960	Apr. 1959
Canadian (April)										
Country Guide (mon)	61.8	59.3	176.0	179.9	44,562	42,723	126,762	129,529	—	—
Farmer's Advocate & Canadian Countryman (sm)	52.8	58.6	186.7	198.3	36,953	40,996	130,709	138,783	32,071	36,779
†Family Herald (w)	86.7	102.3	324.9	344.6	84,591	99,837	316,863	336,012	62,290	72,722
†Free Press Prairie Farmer (w)	151.0	185.0	592.0	583.0	124,289	137,514	446,150	435,194	72,299	70,014
Le Bulletin Des Agriculteurs (mon)	71.8	64.2	232.1	235.6	50,281	44,962	162,498	164,966	50,281	44,962
†Western Producer (w)	84.3	85.3	290.8	284.9	90,223	91,307	311,125	304,792	54,580	52,681
Total Group	508.4	554.7	1,802.5	1,826.3	430,899	457,339	1,494,107	1,509,276	271,521	277,158

†Four issues April 1960; five issues April 1959.

Scott Paper Boosts Chell

Albert H. Chell, who joined Scott Paper Co.'s advertising department in 1956 in Chester, Pa., has been named production manager in the department.

watch the girls go BUY in MEMPHIS

. . . to the tune of $185,803,000 metro area food sales

But that's not all! In the total area of influence of Memphis Newspapers—76 counties, 2,607,736 population—food store sales total $514,043,860 a year. And they can be reached most economically through Memphis Newspapers.

When compared on a population basis, the total Memphis Newspaper Market ranks in the top 15 in the Nation. That's real market potential.

Memphis Newspapers are the best medium to cover and penetrate this great potential to produce sales results for you.

write for . . . **Market Facts and the Full Story**

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Information for Advertisers

• A new binder buying guide, "Sales Binder Reference Book," is being offered by the **Joshua Meier Co.** The 28-page guide illustrates and describes a complete range of binders, brief covers and the new "Briefolio" now available for sales and promotional use. Copies may be obtained by writing on company letterhead to the Joshua Meier Co., 601 W. 26th St., New York 1.

• Digest of a survey on what food chain stores think about point of purchase displays is available from Jerry Greenberg, **Schneider Press Inc.**, 615 W. 131st St., New York 27.

• The first of a series of statements, "What They Say About the Effectiveness of Business-Publication Research," written by Dr. Joseph E. Bachelder, director, Industrial Advertising Research Institute, has been published by **National Business Publications.** The opening statement is on "How to get greater acceptance for business-publication research." Copies are available from National Business Publications, 1913 Eye St., N.E., Washington.

• "Make Your Sales Bubble Over," a comprehensive booklet describing the five basic blister packaging methods, stick-on, fold-over, heat seal, skin and slide, is available from **Jackmeyer Corp.**, 253 W. 26th St., New York 1.

• "Pennsylvania Farm Facts," a booklet listing animal population, feed potential, and animal health product estimates for Pennsylvania, is available from **Capper-Harman-Slocum,** 1010 Rockwell Ave., Cleveland 14.

• **Madison Newspapers** has published Supplement No. 1 to the Wisconsin Newspaper Advertising Executives Assn.'s "How to Get More for Your Promotion Dollar in Wisconsin." In worksheet form, the supplement presents updated information for each daily newspaper in Wisconsin on circulation by zones and rates for 140, 600, 1,000-line page ads. Copies are available from Wisconsin Newspaper Advertising Executives Assn., P.O. Box 1012, Madison 1.

• **Redbook** has published its "1960 Fashion Survey of the Young Adult Shoe Market," giving purchases, preferences and patterns of shopping. Additional information may be obtained from McCall Corp., 230 Park Ave., New York 17.

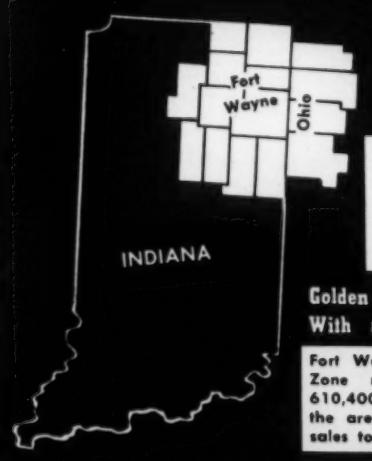
• A "Consumer Analysis of the Denver Metropolitan Market" has been published by the **Denver Post.** Additional information on the survey which covers food products, household products, drugs and toiletries, homes and equipment, and automotive may be obtained from the *Denver Post*, Denver.

The fourth edition of the "Guide to American Directories," listing more than 2,300 U.S. directories, and giving number and type of names contained, publisher, address, date of publication and price, has been published by **B. Klein & Co.**, 27 E. 22nd St., New York 10.

BLUEPRINT FOR PRODUCT MARKETING

TEST IN FORT WAYNE

One of the Nation's 9 Most Frequently Used Test Markets



Fort Wayne leads all cities in the 200,000-299,999 population class in advertising and product tests, according to Sales Management.

Golden Zone . . . ½ a Million People With a Billion Dollars to Spend

Fort Wayne and its 15-county Golden Zone market has a population of 610,400. Effective buying income for the area is $1,185,747,000 and retail sales total $724,825,000.

WRITE FOR FREE MARKET STUDY

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Art Directors Honor Golden

Presentation of the Art Director of the Year Award by the National Society of Art Directors has been made to the late William Golden, who, at the time of his death last October, was creative director of advertising and sales promotion of CBS Television Network. The award was received by his widow, Mrs. Cipe Pineles Golden, art director of *Mademoiselle*, at a Poor Richard Club dinner in Philadelphia. Last month the New York Art Directors Club made a special commemorative award to Mr. Golden at its annual awards luncheon.

Omaha Adclub Issues Folder

A new folder issued by the Omaha Advertising Club outlines the group's history and purpose, and also tells admen the importance of conveying the proper image of advertising to the public. One section is devoted to "Where You Can Serve Advertising" (Community Chest campaign, educational service, Advertising Week, etc.). "Advertising works best in a climate of public faith and respectability," the pamphlet says. "Public confidence in all advertising—your advertising—is our goal."

Art-Copy Service Bows

Art & Editorial Associates, New York, has opened offices at 74 W. 47th St. "to handle all agency needs except placement of the ad." George Geygan, free lance illustrator, is art director; Bradford Chambers, editorial consultant, is editorial director. They will operate with artist-writer teams working together from start to finish on assignments. Service is available for rush jobs as well as "around the clock and on weekends."

Braverman Joins BBDO

George Braverman has joined Batten, Barton, Durstine & Osborn, New York, as manager of marketing, building material division. He formerly was manager of advertising and public relations of the City Lumber Co., Bridgeport, Conn.

Parents' Institute in FTC Agreement on Collections

WASHINGTON, May 17—The Federal Trade Commission announced last week that it has obtained a stipulation from the Parents' Institute, New York, and five of its officers dealing with collection practices from subscribers to the company's publications: *Parents' Magazine, Calling All Girls, Baby Care Manual, Your New Baby, Children's Digest, Humpty Dumpty* and *Teen Digest.*

■ Practices covered by the agreement include: (1) Using any trade name or corporate name in such a way as to mislead or deceive; (2) representing that a wholly-owned subsidiary set up for such collection is an independent organization; (3) representing that a fictitious collection agency is an independent organization in the business of collecting past due accounts; (4) representing that past due accounts have been referred for collection to an attorney, collection agency, independent organization or individual not connected with the company when this is not true; (5) using collection communications purporting to emanate from an individual or organization not connected with the company, when such is not the fact, and (6) attempting to induce payment of an account by any deceptive means. #

Artists Schools to BBDO

Famous Artists Schools Inc., Westport, Conn., which offers correspondence courses in commercial and fine art, has appointed Batten, Barton, Durstine & Osborn, New York, to handle its advertising, effective June 1. Lawrence C. Gumbinner Advertising has handled the account for the past two years.

Golombeck Joins WPLO

Herbert Golombeck, formerly manager of KMEO, Omaha, Neb., has been named vp and general manager of WPLO, Atlanta, Ga., replacing Claude Frazier, who resigned.

Globus Names Groody

Globus Inc., New York underwriter, has named Groody Advertising, New York, its first agency.

PRIZE AD—*Dilbert's Quality Supermarkets, New York, brought home the bacon in the form of a $2,000 McCall's scholarship award with this newspaper ad. The spread was chosen "ad of the year" by McCall's, which awarded the money to Dilbert's. The supermarket in turn donated the money for a marketing scholarship at the City College of New York.*

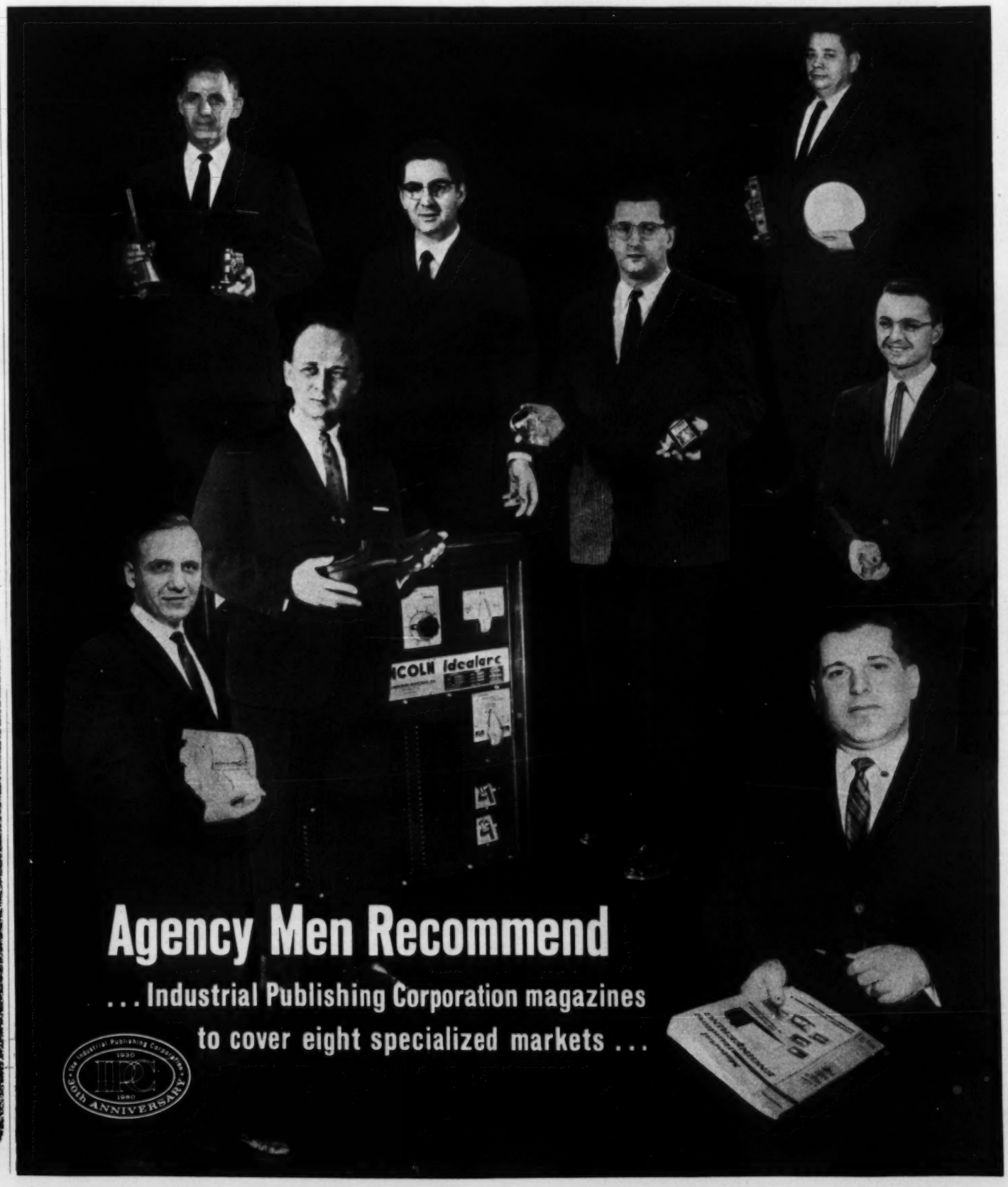
Display Opens N.Y. Office

Display Corp., Milwaukee, point of purchase and merchandising company, has opened a New York office at 405 Lexington Ave. John F. Craig, formerly with Outdoor Advertising Inc., has joined the new office as a salesman.

Resort Names Mills

Paul E. Mills, formerly managing director of WJW, Cleveland, has joined Jug End Barn Inc., South Egremont, Mass., resort, as vp and sales manager. Mr. Mills will supervise advertising, promotion and sales.

1 RADIO ENTITY WITH 8 TRANSMITTERS
the GAIN in MAINE is plainly on LOBSTERADIO
Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford
REPRESENTED BY:
For full details contact:
NEW YORK: Richard O'Connell Inc.
BOSTON: Harry Wheeler Company
CHICAGO–DETROIT–WEST COAST: Daren F. McGavren Co., Inc.
Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336



Winning Combination For Sales In Connecticut!

NEW LONDON BUYING POWER:
Latest figures show average household Effective Buying Income in New London is $8,057 . . . a $551 increase.*

"THE DAY" SELLING POWER:
You'll get 98% coverage of this 61,547 ABC City Zone, in The Day, New London's only local daily!

* SM '60 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

Along the Media Path

Ladies' Home Journal held the national premiere of a new presentation, "A Man's Guide to Women," on May 10 in Chicago before a group of advertising executives. The presentation will be shown in 25 other cities during the next three months. Berenice E. Connor, the magazine's director of editorial promotion, narrated the film presentation.

• **Progressive Architecture** has mailed out the first issue of "Blueprints," external house organ addressed to advertisers and their agencies. The magazine is using most of its direct mail budget for the quarterly publication.

• **Holiday** has published the first 10 titles of a new series of $1 pocket-size travel guidebooks, "Holiday Magazine Travel Guides." Produced by the editors of *Holiday* and published by Random House, the first 10 guides cover Britain, France, Italy, Spain, Scandinavia, London, Paris, Rome, Florence and the Hill Towns, and the Riviera and southern France. None of the text has appeared in *Holiday* before.

• The **Miami News** rolled out the welcome mat for delegates to the 17th annual meeting of the Wine & Spirits Wholesalers of America, with a special replating of its Page 1 for distribution to conventioneers. The special front page featured keynote stories and pictures of speakers and officers, as well as articles about important events in the liquor field.

NEW BUILDING IS AD—*Officials of KHOU-TV, Houston, chose one of the city's busiest roadways for their new studio and office building at 1945 Buffalo Dr. Planners intentionally omitted a large sign, other than the CBS and Channel 11 insignia, because they felt the glass front building, particularly with night lighting, is its own advertisement.*

• **WABC-TV,** New York, has introduced a new series of fully animated music and voice promotion spots—the first to be used by any station in New York. The 19 film spots promote the station's romance, comedy, entertainment, drama, western, children's, mystery and sports programs.

• Colorado Springs radio stations **KRDO, KVOR, KYSN, KPIK, KSSS, KFMH** and **KOMS** joined forces May 3 for an unusual civil defense presentation. Following completion of the nationwide half hour Conelrad test, the stations presented a series of dramatized broadcasts of what listeners might hear in case of enemy attack.

• The **Orlando Sentinel** celebrated its 75th anniversary with a public open house in its new two-story addition.

• The **Cincinnati Enquirer** recently distributed with its Sunday edition 300,000 large paper bags, designed to hold castaway clothes and other items—adult and children's. The bags of clothing were picked up by Boy Scouts and were divided between the Goodwill Industries Rehabilitation Center and the St. Vincent de Paul Society.

• **Successful Farming** has been awarded the second annual Animal Agriculture Award of the American Feed Manufacturers Assn. The award program is sponsored by the association to recognize outstanding service by farm magazines in their promotion of a sound, prosperous, animal agriculture by encouraging better practices in breeding, management, nutrition, and marketing.

• **Esquire's** Christmas issue ad merchandising campaign will include mailing of 50,000 executive gift guides to key executives of the nation's top corporations in mid-October.

• The American Dairy Assn. has presented to **Olsen Publishing Co.** a distinguished service award for its "outstanding service to the dairy industry in providing reliable and valuable information and leadership."

• Executives of food and drug companies and agencies in eight major U.S. cities heard **Good Housekeeping** present its 1960 supermarket promotion plans via closed circuit television May 12 in what is believed to have been the first time a woman's magazine has ever used closed circuit tv to reach advertisers across the country. National Tea Co. and Food Fair Stores joined the magazine program.

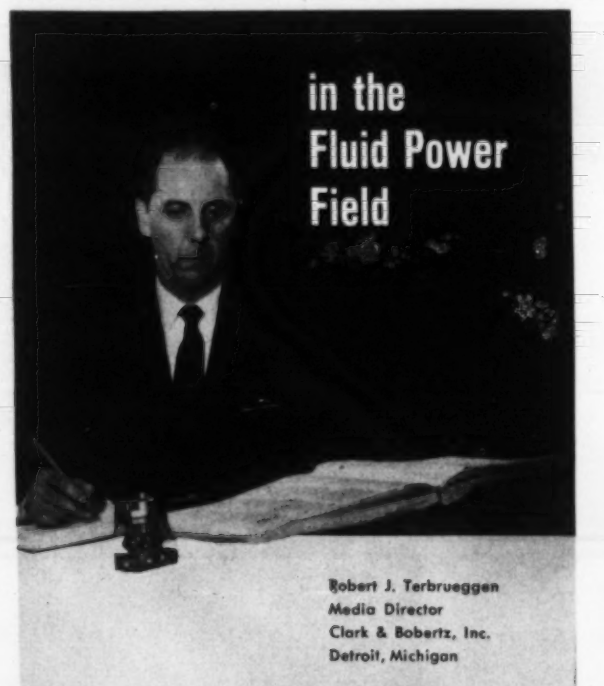
• More than 1,000 top retailing executives are scheduled to attend **Mademoiselle's** annual College Clinic, to be held June 2, at which they will preview the clothes and accessories to be featured in the magazines college issue in August.

• **Gentlemen's Quarterly** will mark its third anniversary with its June issue. In its three-year history, the magazine has distributed a total of 1,052,000 copies, devoted 3,054 pages to men's fashions and carried a total of 1,657 advertising pages.

• In a campaign against misleading and deceptive advertising, the **Pittsburgh Press,** in cooperation with the Better Business Bureau of Pittsburgh, has published an "Advertisers' Manual." The manual outlines policies and standards of the *Press*, the Better Business Bureau and the Federal Trade Commission. Additional information is available from Earl J. Gaines, advertising director of the *Press*, Pittsburgh.

• **Springfield Newspapers,** publishers of the *Morning Union*, the *Evening Daily News* and the *Sunday Republican*, has published a Springfield Metropolitan brochure which covers major industries, food and drug statistics, and a liquor distribution check which covers 90% of the package stores in the Springfield metropolitan area. Additional information is available from H. Donald Ramey, merchandising manager, Springfield Newspapers, Springfield, Mass.

• Population, number of households, total retail sales, and effective buying income for nine



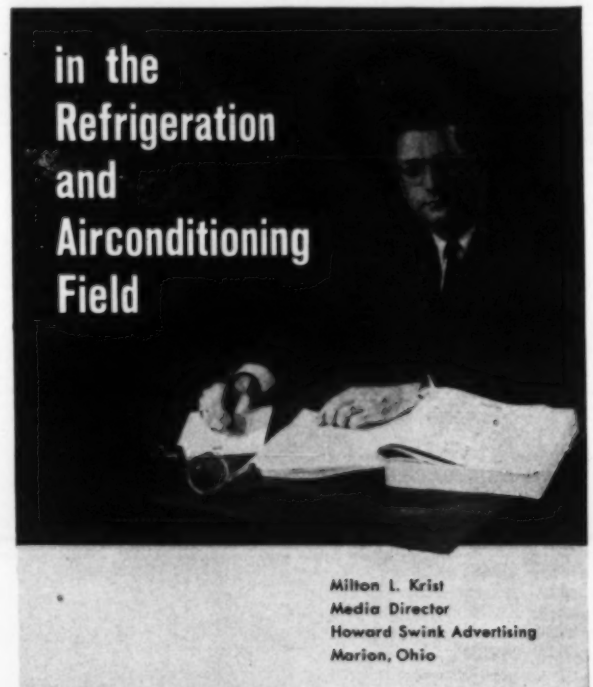
Robert J. Terbrueggen
Media Director
Clark & Bobertz, Inc.
Detroit, Michigan

R. J. Terbrueggen recommends APPLIED HYDRAULICS & PNEUMATICS for Ross Operating Valve

"We recommended APPLIED HYDRAULICS & PNEUMATICS for our client because Franchise-Paid Circulation delivers the book to the men who control the purchase of air valves for both O.E.M. and in-plant uses. In addition, APPLIED HYDRAULICS & PNEUMATICS creates the editorial 'climate' which we feel is right for Ross Operating Valve Company."

APPLIED HYDRAULICS & PNEUMATICS
Monthly Circulation - 28,000
Published by:

The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD • CLEVELAND 15, OHIO
NEW YORK•CHICAGO•LOS ANGELES•LONDON



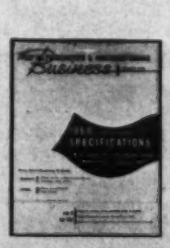
Milton L. Krist
Media Director
Howard Swink Advertising
Marion, Ohio

Milton L. Krist recommends THE REFRIGERATION AND AIRCONDITIONING BUSINESS for Ranco, Incorporated

"In our estimation, THE REFRIGERATION & AIRCONDITIONING BUSINESS magazine is one of the top trade books published.

"We recommended it for Ranco because it reaches the dealers, distributors, contractors and manufacturers who must be sold. It is the only full-time merchandising magazine in the refrigeration and airconditioning industry, and uses the merchandising-educational approach necessary for the audience we want."

THE REFRIGERATION & AIR CONDITIONING BUSINESS
Monthly Circulation - 30,000
Published by:



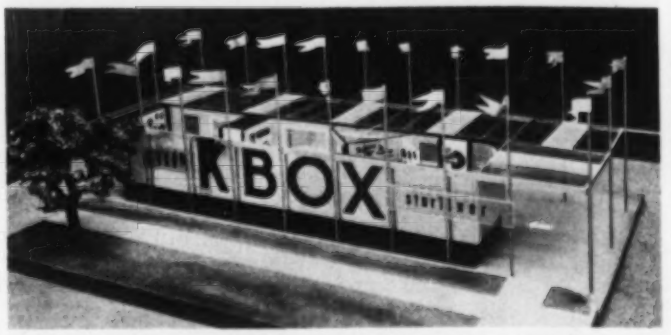
The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD • CLEVELAND 15, OHIO
NEW YORK•CHICAGO•LOS ANGELES•LONDON

western states, including Alaska and Hawaii, are included in **Reader's Digest's** "U.S. Western Edition Circulation" report. Additional information may be obtained from Fred D. Thompson, *Reader's Digest*, 230 Park Ave., New York 17.

• The **Louisville Sunday Courier-Journal** ran an eight-page section on men's warm-weather fashions in its May 1 issue. Theme of the section was "Gay Plumage for Cool Males."

• **KXLY-TV**, Spokane, sent out engraved invitations to 200 key business men in Spokane inviting them to watch the premiere performance of "Playboy's Penthouse." *Playboy* originated the show in Chicago in October and made it available for syndication in January.

• **Department of New Laurels:**
Gentlemen's Quarterly will carry 581 advertising pages in the eight-issue period from September, 1959, through June, 1960, an increase of 70 pages over the comparable 1958-59 period.



MODEL TRAILER DISPLAY—*KBOX, Dallas, has created a traveling show model of its studio news broadcast room and disc jockey booth. The mobile trailer unit of aluminum and fiber glass, now under construction, will also include a hospitality and display room and will have a fold-away dance floor. KBOX plans to use the mobile trailer to do remote broadcasts for clients' store openings and shopping center promotions. It will also be available for school parties, private parties and group social activities.*

Advertising linage in **Guns & Ammo** for the second quarter of 1960 will total 16,044, compared to the 8,330 lines carried in the similar period in 1959.

Woman's Day circulation for the first quarter of 1960 came to 4,640,845, a gain of 13.7% over the same period last year.

The spring-summer 1960 issue of **House Beautiful's Building Manual** set an alltime high with 150 advertising pages, a gain of 46.6% over the fall-winter 1959 semi-annual issue.

Average circulation per issue for **Cavalier** for the first three months of 1960 was 495,588, a 15.3% increase over the comparable 1959 period.

Advertising pages in **Automotive World** and **Automotive World en Espanol** will hit a record high of 488 pages in the first six months of 1960, a 6.3% gain over the 459 pages recorded for the first half of 1959.

Redbook reports circulation for the first quarter of 1960 exceeded 2,970,000, a gain of 4.6% over the first quarter last year.

Advertising revenue for **Holiday** for the first six months of 1960 will reach $6,105,106, an increase of 23.7% over the $4,935,046 reported for the same period last year. #

ARB Surveys Promotes Four; Glenn Gets G.M. Position

Bruce W. Neal, formerly senior research analyst at W. R. Simmons & Associates, has joined ARB Surveys Inc., New York, in a similar capacity. Another ex-Simmons staffer, Leonard Soifer, has also joined ARB as an assistant research analyst, and Ned Smith III, formerly with Crossley-SD Surveys, has moved to ARB as an account associate.

In other changes at ARB—market research subsidiary of American Research Bureau, Washington—William A. Glenn has been named general manager, replacing Anne Schuetz Zanes, who has been appointed senior research analyst. Mr. Glenn was formerly assistant general manager. In one more appointment, Martha D. Slater, formerly head of her own research company in Columbus, O., has joined ARB Surveys as assistant field director.

McCarty Co. Names Nicholson

C. A. Nicholson, former supervisor of advertising and sales promotion at Chance Vought Aircraft Inc., Dallas, has been named a vp of the McCarty Co., Dallas. He will serve as an account executive on a number of Texas-based accounts, as well as on the agency's plans board.

Paint Journal Names French

French Advertising, St. Louis, has been named to handle advertising for American Paint Journal Co., also of St. Louis, which publishes *American Paint Journal, American Painter & Decorator* and *American Paint & Wallpaper Dealer*.

Conoco Buys 'Blue Angels'

Continental Oil Co., Houston, has signed to sponsor California National Productions' "Blue Angels" in 68 markets in the central states next fall. The series of 39 half-hour shows, now in production, will deal with the U. S. Navy's four-man precision flying team. Conoco's order was placed through Benton & Bowles.

Hallett Joins Bosch

Frank Hallett, formerly coordinator of advertising of Curtiss Wright Corp., has been appointed sales promotion and advertising manager of Robert Bosch Corp., New York, distributor of industrial and electronic equipment made by Robert Bosch, of Stuttgart.

Arrow Liqueurs Names Bennett

William C. Bennett has been appointed advertising and sales promotion manager of Arrow Liqueurs Corp., Detroit. Prior to joining Arrow, Mr. Bennett was advertising supervisor of the Vickers division of Sperry Rand Corp. for seven years.

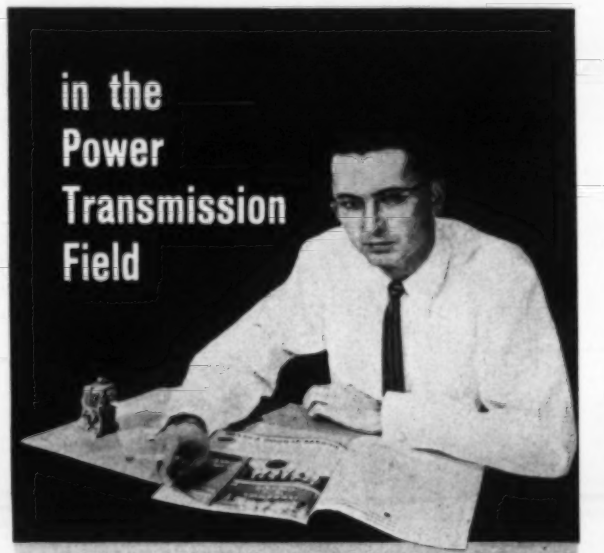
BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

in the
Power
Transmission
Field



Donald D. Tweedie
Executive Vice President
Denham & Company
Detroit, Michigan

Donald D. Tweedie
recommends
POWER TRANSMISSION DESIGN
for Cone Drive Gears

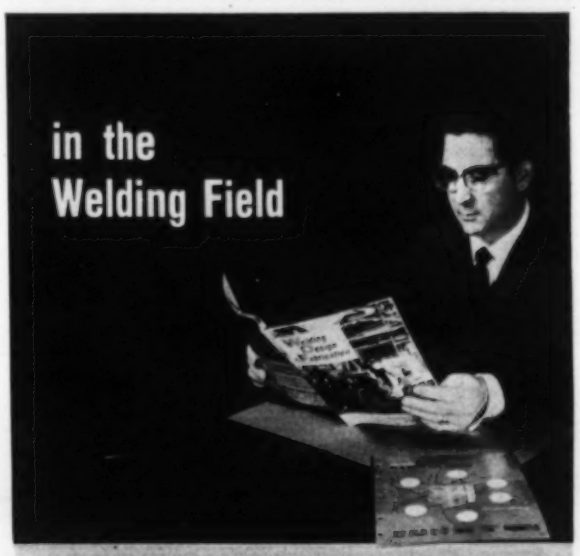
"POWER TRANSMISSION DESIGN is now a 'must' for our client's market. We waited a few months after it was first published before scheduling any advertising. From both editorial and advertising viewpoints, we liked what we saw.

"Inquiry response is favorable and has even included a direct through-the-mail purchase order. POWER TRANSMISSION DESIGN will continue to be on the advertising schedule for Cone Drive Gears Division, with a 50% increase in space for 1960."

POWER TRANSMISSION DESIGN
Monthly Circulation – 39,000
Published by:

IPC
Power Publishing Co., Inc.
Subsidiary of
The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD • CLEVELAND 15, OHIO
NEW YORK • CHICAGO • LOS ANGELES • LONDON

in the
Welding Field



Jace Leach
Account Executive
Griswold-Eshleman Company
Cleveland, Ohio

Jace Leach
recommends
WELDING DESIGN & FABRICATION
for Lincoln Electric

"We feel that WELDING DESIGN & FABRICATION gives our client broadest exposure to welding engineers and metallurgists as well as people who are interested in welding as a production tool.

"With the book's new format and editorial approach, our client reaches the important design engineer audience as well."

WELDING DESIGN & FABRICATION
Monthly Circulation – 37,000
Published by:

IPC
The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD • CLEVELAND 15, OHIO
NEW YORK • CHICAGO • LOS ANGELES • LONDON

Circus Provides Object Lesson to Shopping Center: Be One, Says Bigtop Adman Blake

EL CENTRO, CAL., May 17—Adman Wally Blake has finally realized a boyhood ambition—he has run away with a circus.

Paul A. Miller, a friend of Wally's and the owner of the Paul A. Miller Big Top Wild Animal Circus, induced Wally to close his agency—temporarily at least—and join "the greatest free show on earth," in a ten-state tour of major shopping centers.

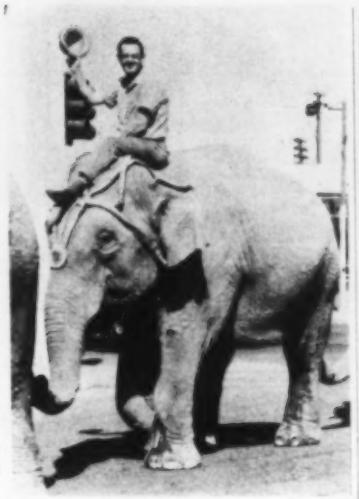
Wally is now so circus-struck that he's currently setting up a 1960-'61 12-month itinerary for the circus, which is headquartered in Davenport, Ia.

But through it all Wally has remained true blue to the advertising corps. He has functioned as an advertising and promotional drumbeater for the Miller menagerie. And, not forgetting that he was once advertising and promotion director of San Diego's Clairemont Quad shopping center, he has made some observations on shopping center problems.

▪ The Miller circus generally holds six-day stands in regional centers, performing free from huge open stage. The sponsoring center pays the cost of advertising and promotion, and the circus derives its revenue from its thrill rides, for which special discount tickets are furnished center merchants to give away. There are five traffic-inducing performances daily.

Besides learning about circus operations,—which is another story—here are some of the things Wally has learned about shopping centers.

• In the roughly 6,000 centers in the U.S., persons with a good working knowledge on how to promote a shopping center are as scarce as little boys who don't like to watch circuses. The field has grown so rapidly that some centers have become "loosely controlled ogres," Wally said, and it is his belief that the shopping center "offers the major merchandising challenge for advertising promotion people in the nation today."



WALLY BLAKE and girl friend, BIG MARY.

• Despite the trend to centers, many retail stores in them are having a difficult time because there are no qualified advertising and promotion people around. Further, landlords, developers and merchants often fail to agree on workable promotions. Finally, most centers have inadequate promotional budgets.

▪ Mr. Blake asserts that adequate parking space is not the simple answer to success. "Centers must be advertised and promoted. Many shopping center merchants tend to be aloof, indifferent and fail to meet competition with competitive prices," he says.

"Successful shopping centers and their merchants offer realistic competitive prices, full range of merchandise, courtesy and good service coupled with good advertising and promotion, both individually and cooperatively."

It is Wally's opinion that institutional promotions, while they may be good public relations, do not necessarily result in sales or increased profits. And many shopping center promotions are excellent traffic-builders, bringing literally thousands of people to the center—but at night, when all the stores are closed!

What is needed, Wally thinks, to create peak traffic, increased sales, new business and good will (and more kids who want to run away from home) is something like a free, five-times-a-day circus. #

Publication Picks Kimball

Maurice A. Kimball Co., San Francisco and Los Angeles publishers' representative, has been appointed to handle advertising sales in the 11 western states for *Industrial Electronics*, a new monthly to be issued in September by Sutton Publishing Co., New York, with a guaranteed controlled circulation of 25,000. Charter rate for the first three issues is $395 for a one-time b&w page. There will be no issue in December. Regular rates begin with the January, 1961, issue, when the one-time b&w page rate will be $670.

KTBS-TV Appoints Katz

KTBS-TV, Shreveport, La., formerly represented by Edward Petry & Co., has named the Katz Agency as its national representative.

Boat Mfg. Names Rosen

Boat Mfg. Co., Daytona Beach, manufacturer of cabin cruisers, has named Sy Rosen Advertising, New York, its first agency.

Attention, Doctors! Another Magazine Is Coming Your Way

A new publication for physicians, *Medical Legal Digest*, made its bow May 15. A monthly published by Medical Legal Publishing Assn., Chicago, the magazine will be devoted exclusively to the legal problems faced today by doctors. Citing the need for such a book, the publisher states: "The national dollar volume in malpractice suits now approaches $50,000,000 per year."

Medical Legal Digest will have a controlled circulation of 160,000, a trim size of 6⅞x10" and a one-time page rate of $1,200. The advertising director, Thomas W. O'Malley, will be headquartered in New York at 420 Madison Ave. He reports that the first issue will carry 18 pages of advertising from pharmaceutical manufacturers.

Petrino to ABC; Federspiel Heads New Tv Network

Patrick A. Petrino, formerly media director of Robert Otto & Co., New York, has joined the international division of the American Broadcasting Co. as an account executive. In another appointment in the international division, ABC has promoted Jack Singer to coordinator.

The Central American Television Network, which ABC organized with five Central American tv stations, has held its first board of directors meeting in San Jose, Costa Rica, electing as its president, Hubert Federspiel, a major stockholder in Televisora de Costa Rica. The Costa Rican tv station—the country's first—went on the air the weekend of May 7. ABC holds an interest in the station.

Helene Curtis Offers Premium

Helene Curtis Industries, Chicago, this spring is offering a small hair brush free with every purchase of the $1.69 and $1.95 size of regular or super soft Spray Net. The brush, about half the size of a regular brush, is designed to fit handily into a purse.

Arthur E. Prell, Ph.D.
Executive V.P., Director of Media & Research
French Advertising, Inc.
St. Louis, Missouri

Arthur E. Prell recommends MATERIAL HANDLING ENGINEERING for Alvey Conveyor Mfg. Co.

"We found that MATERIAL HANDLING ENGINEERING is one of the most important buying influences for pre-engineered conveying systems as produced by our client . . . 60% of the magazine's circulation goes to people with the title or function of material handling engineer.

"We recommended MATERIAL HANDLING ENGINEERING to Alvey because it provides maximum coverage of all important material handling specifiers at a reasonable cost."

MATERIAL HANDLING ENGINEERING
Monthly circulation - 44,000
MATERIAL HANDLING ILLUSTRATED
Bi-monthly circulation - 89,000
Both Published By:

The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD • CLEVELAND 15, OHIO
NEW YORK•CHICAGO•LOS ANGELES•LONDON

Samuel A. Allen
Media Director
Fuller & Smith & Ross
Chicago, Illinois

Samuel A. Allen recommends MODERN OFFICE PROCEDURES for A. B. Dick Company

"MODERN OFFICE PROCEDURES' editorial appeal and large circulation help A. B. Dick reach an important marketing area. Teamed with other good publications, our client's advertising in MODERN OFFICE PROCEDURES is directed to people whose titles and functions create a community of interest in business communication systems, duplicating and copying supplies and equipment."

MODERN OFFICE PROCEDURES
Monthly Circulation - 100,000
Published by:

The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD • CLEVELAND 15, OHIO
NEW YORK•CHICAGO•LOS ANGELES•LONDON

Edwards Co. Names Huston

Sheila B. Huston, formerly ad manager of the Poly-Choke Co., has been appointed merchandising manager for the newly formed educational equipment division of Edwards Co., Norwalk, Conn. A language laboratory system will be the first product of the division which has been set up to market electronic teaching aids.

Wiest, Kinsman Elevated

Doug Wiest, formerly a copywriter, and Clare D. Kinsman, formerly in charge of trade relations, at Shatterproof Glass Corp., Detroit, have been named to the new posts of assistant advertising manager and advertising assistant, respectively.

Snedeker Joins Tyson

Norman F. Snedeker, formerly with Humbert & Jones, New York, has joined O. S. Tyson & Co., New York industrial agency, as an account executive.

ON THE COUNTER—*Bell & Howell, Chicago, is backing up its "Take Me Along" spring promotion with this point of purchase display for dealers.*

Shulton, Max Factor, Nestle-Lemur Deny FTC Ad Charges

WASHINGTON, May 17—Three major cosmetic and toiletry companies have denied charges of the Federal Trade Commission that they make illegal cooperative advertising payments to a Texas supermarket chain.

An FTC complaint last January involved payments by the three companies: Nestle-Lemur Co., New York; Max Factor & Co., Hollywood, and Shulton Inc., Clifton, N. J—to J. Weingarten Inc., Houston chain with 45 outlets in the South.

Max Factor said payments were in accord with its policy of making allowances on proportionately equal terms to competing customers. Both Nestle and Max Factor said payments were in good faith to meet allowances given by competitors. Shulton said its policy has always been to make allowances available to all customers, large or small, on proportionately equal terms. #

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call
THE JINGLE MILL
543 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730

Post Office Will Curb Odd-Size Envelopes, Mailers

WASHINGTON, May 17—The Post Office Department notified business mail users that there will be less freedom in using odd-size envelopes and self-mailers once the department begins equipping itself for machine processing of mail.

Under a proposed standard which the department expects to put into effect in January, 1962, only rectangular matter will be mailable at first and third class rates. There will be minimum size standards, and a requirement that all third class matter be mailed on all four sides.

More than a year ago, the department notified Congress that existing freedom to mail just about anything will have to be sacrificed if the government is to get full value from mail handling machinery.

■ At that time, it reported that a 3x5 minimum was under consideration for letter mail. A rate differential was discussed imposing penalties on mail which failed to conform to the standard.

In an official notice in the "Federal Register" May 5, the department said it now expects to enforce a minimum of 3" high by 4¼" long on all letter mail after Jan. 1, 1962, and that mail which does not meet this minimum will be non-mailable. It also declared that all letter mail must be rectangular in shape, with a height to length ratio of no less than 1 x 1.414, and with full sealing on all four sides.

■ Third class mail would be sealed, but would carry a notation authorizing the postmaster to open for inspection.

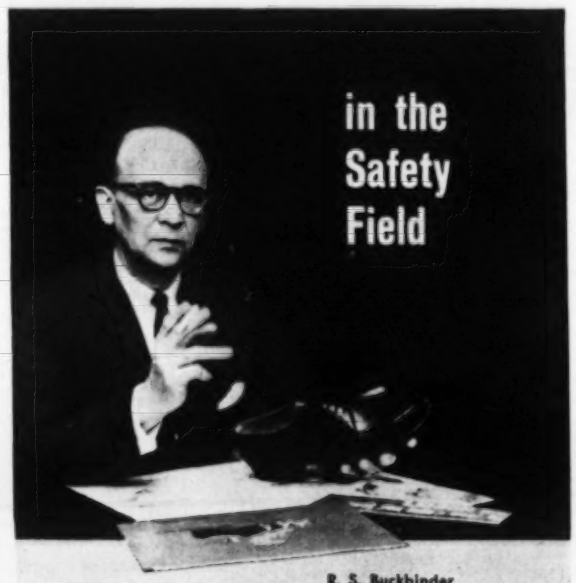
The proposal, which applies to envelopes, cards and self mailers, specifies a special odd-size rate for third class matter which is not rectangular, or which has uneven surfaces.

The new minimum is believed to meet some of the objections which the greeting card industry lodged against the proposed 3x5 minimum discussed last year. At the present time the Post Office does not enforce any minimum size standards.

Thirty days has been allowed for comments to E. A. Riley, director of postal services, Post Office Department, Washington 25. #

Bedient to 'Saturday Review'

Clarence O. Bedient, formerly with the *Christian Science Monitor*, has joined the national ad sales staff of *Saturday Review*, New York.



R. S. Buckbinder
Executive Vice President
The Frederick Clinton Co.
New York, N.Y.

R. S. Buckbinder recommends OCCUPATIONAL HAZARDS for Lehigh Safety Shoes

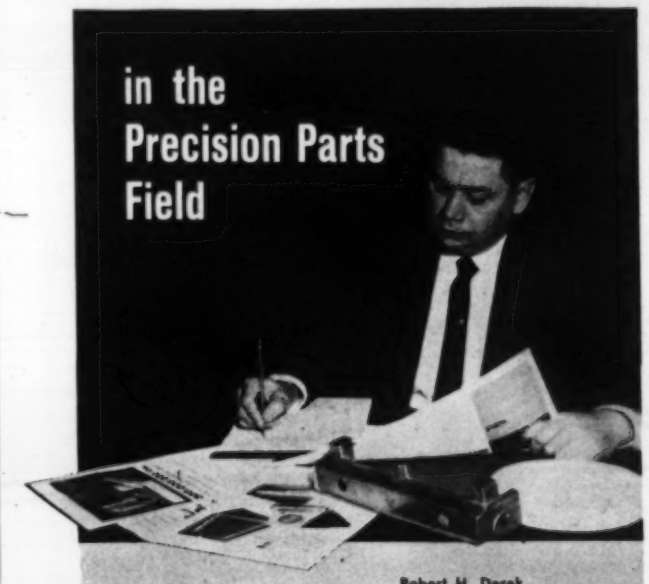
"We have used OCCUPATIONAL HAZARDS for our client, Lehigh Safety Shoe Company, with a schedule of 12 two-color pages per year, without interruption, almost from the very first issue of the magazine.

"It gives us a depth of penetration in industry not duplicated by any other media in the safety market, with vital direct impact on the buyers and specifiers of safety equipment.

"Response-wise, OCCUPATIONAL HAZARDS has always been one of our most productive media."

OCCUPATIONAL HAZARDS
Monthly Circulation – 24,000
Published by:

IPC
The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD • CLEVELAND 15, OHIO
NEW YORK•CHICAGO•LOS ANGELES•LONDON



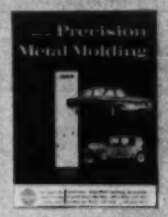
Robert H. Derek
Media Director
McHenry-Derek Advertising
Greensburg, Penna.

Robert H. Derek recommends PRECISION METAL MOLDING for Latrobe Steel Company and Latrobe Die Casting Company

"We recommended PRECISION METAL MOLDING to these two clients because of its specialized editorial content, directed to important men in the die casting and extrusion markets. It has broad, qualified circulation to men who design, produce and purchase die castings, dies and extrusion tooling.

"Good customer action resulting from past and current ad campaigns in PRECISION METAL MOLDING has substantiated our selection."

PRECISION METAL MOLDING
Monthly Circulation – 23,000
Published by:



IPC
The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD • CLEVELAND 15, OHIO
NEW YORK•CHICAGO•LOS ANGELES•LONDON

On UNIVERSITY CAMPUS . . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7 * OUT OF 10 *read the* CINCINNATI POST TIMES-STAR

**B. L. Schapker Market Research*

Total ABC circulation, the largest daily in Cincinnati history . . .

273,148

The Newspaper that Spends the Evening with Almost **1,000,000** *Readers*

ROBERT K. CHANDLER
Manager, General Advertising Department

★

Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Hoerner Beach Stack MacLean Duensing

GREGARIOUS—*At a special cocktail party in Chicago for sponsors and agencies of ABC-TV's "The Untouchables" were (from Armour & Co., one of the sponsors) J. M. Hoerner, vp and general manager; Robert MacLean, marketing director, and David Duensing, advertising and sales promotion manager; Robert Stack, star of the show, and James Beach, vp in charge of the central division of the network.*

Public Utilities Ad Group

Tax Termites Attacking Ad Industry: Proud

Janet Wolff Tells Group to Sell Women on 'Intangible Concepts'

NEW YORK, May 17—"I see nothing humiliating or defensive about admitting that less than 1% of all advertising is dishonest or misleading," C. James Proud, president of the Advertising Federation of America, declared last week.

"Show me any other profession which has any better record than that, if the facts were known?" he asked the annual convention of the Public Utilities Advertising Assn., where he spoke.

"We must not, and will not permit ourselves to be singled out as some sort of noisome pariahs or to become whipping boys for either a tax-hungry government or political opportunists who may use our occasional front-window indiscretions for their headline-hunting hearings."

■ Mr. Proud warned the meeting that "tax termites will be back again in their efforts to undermine this tool of free enterprise and mass communication," and said they would be especially plentiful on the state level.

He listed seven "danger signs" which should be recognized as threats:

1. Discriminatory taxes on advertising.

2. Internal Revenue Service regulations disallowing certain advertising expenses as tax-deductible.

3. Denial of the right to deduct dealers' advertising allowances before reckoning the base for manufacturers' excise taxes.

4. State or federal regulations forbidding members of certain businesses and professions to advertise their services.

5. Harsh restrictions on outdoor advertising located on highways built with federal or joint federal-state funds.

6. Continuous and increasing postal rate discrimination against advertising content of magazines, newspapers and direct mail users.

7. A proposed 1% excise tax on television commercials to pay for educational television.

■ Janet Wolff, vp of J. Walter Thompson Co., New York, gave the convention nine guideposts for selling women on the "intangible concept" of gas and electric companies.

Generally, she said, "women's feelings about a public utility are unfavorable, in any case surely not strongly positive." A good many "feel that electricity and gas are so essential that they shouldn't pay any more for them than they pay for water, and that the utility company adds nothing to the product, doesn't make it into anything, so why should she pay for that 'nothing.'"

■ She listed the following guideposts:

1. Sell the senses. Wherever possible, "let women see, touch, try out—even experience, even via a magazine or newspaper."

2. Sell women on your company with an emotional, romantic, personalized appeal—not just nuts and bolts, or number of kilowatt hours, voltage. Give her specific facts that will "help her rationalize her existing beliefs as well as help her husband see the light."

3. When dealing with money or resistance to price, emphasize good value, never just low price. "A woman wants something good for less (or nothing)—not something cheap," she said.

4. Don't be afraid to pioneer a new idea with a new twist.

5. When your appeal is a mass appeal, sharpen it by selling to the individual woman.

6. Make your selling job a family affair whenever you can.

7. Help her to be more creative. Appliances, she said, "are robbing her of some of her creativity."

8. In talking to a woman, start with her personal inside world. Abstract ideas have meaning only as they relate to her.

9. Appeal to her by making her life easier, more exciting, but offer her specifics that will give her know-how aid in running her house, something that will put a little romance in her life.

■ The convention elected the following new officers: Frank C. Lietz, advertising manager, Northern Illinois Gas Co., Bellwood, Ill., president; Jack Fleming, advertising and public relations manager, Canadian Western Natural Gas Co. & North-Western Utilities, Calgary, 1st vp; James W. Lumpp, advertising manager, Union Electric Co., St. Louis, 2nd vp; Elton E. Stuenckel, advertising manager, South Jersey Gas Co., Atlantic City, 3rd vp, and Mead Schenck, advertising manager, Interstate Power Co., Dubuque, treasurer. #

Center for Research Names Linden, Shapiro, Dawson

The Center for Research in Marketing, Peekskill, N. Y., has added two new staffers—David Linden, formerly with the research department of the Columbia Broadcasting System, and Sidney A. Shapiro, formerly with Alfred Politz Research. The center also announced that Mrs. Marjorie Granger Dawson, head of her company, Mass Media Marketing to Women, has been retained as a consultant on women's and children's studies.

George Mott Joins SSC&B

George Mott, formerly with Grey Advertising, has joined Sullivan, Stauffer, Colwell & Bayles, New York, as an account executive on Lever Bros. Leo J. Keegan Jr., formerly associate director of research at the agency, has been promoted to account executive on the same account group.

Expenditures of Top 15 in Network TV

February, 1960

1. Procter & Gamble	$3,640,042
2. American Home Products	2,809,082
3. Lever Bros.	2,540,219
4. General Motors	1,862,190
5. Colgate-Palmolive	1,776,474
6. General Foods	1,731,203
7. Sterling Drug	1,511,513
8. General Mills	1,131,872
9. Kellogg	1,038,339
10. R. J. Reynolds	1,029,816
11. Ford Motor	1,021,581
12. Texaco	970,700
13. Liggett & Myers	948,698
14. Chrysler	939,760
15. American Tobacco	920,311

Source: Leading National Advertisers—Broadcast Advertisers Reports.
Figures include gross time costs only

Bennett Names Goldenberg

Harry Goldenberg has been appointed traffic manager of Victor A. Bennett Co., New York, succeeding Anthony J. DeMicco, who has resigned. Prior to joining the Bennett agency, Mr. Goldenberg was with Grey Advertising Agency and J. Walter Thompson Co.

Whittaker to 'Army Times'

Ralph R. Whittaker Jr., formerly exec vp of Street & Smith Publications, has joined Army Times Publishing Co., New York, as a vp and director of publications, a new post.

Available

to discriminating organization

Executive Art Director

Remuneration in mid twenties

BOX 199
Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Inquiries held in strictest confidence

"America looks to the South for economic growth, and the Jackson TV market area leads that growth."

Past President,
U.S. Chamber of Commerce
BOYD CAMPBELL
Pres., Mississippi
School Supply

WJTV Katz **12** **WLBT** Hollingbery **3**

Serving the Jackson, Miss., Television Market

Third Class Mailers Hit McKinsey Study

(Continued from Page 1)

& Co. was wrong in predicting that magazines could raise their subscription prices. "We found from our experience," he told committee members, "that when we increased the annual subscription price for *Successful Farming* revenues increased moderately, but costs increased sharply. So although subscribers paid more for *Successful Farming*, there was a net detriment to the company."

■ After two weeks of hearings, the committee apparently is nowhere near the end in its hearings on the administration plan for 5¢ letters, a ½¢ per piece surcharge for second class, and a 30¢ per hundred rate for bulk third class. Only a handful of publishers have been heard, with some already on notice that they probably will not be heard before the first week in June.

■ Direct mail's case against rate increases was submitted during the past two days by an array of witnesses under the supervision of Harry J. Maginnis, executive manager, Associated Third Class Mail Users. In opening the third class case, Mr. Maginnis stressed the fact that the Post Office is the only agency in government which brings in any substantial revenue to the government in return for the service it renders. He dramatized the point by displaying a copy of a 204-page patent which cost the government $5,463 to print, and which he purchased for 25¢.

■ Bernard Fixler, one of the direct mail witnesses, told the committee the language of the McKinsey report indicates "that whatever study they made of this medium was conducted among companies who use direct mail sparingly."

Noting that McKinsey referred to postage rates as a minor cost of direct mail advertising and selling, Mr. Fixler said, "It is inconceivable to me that McKinsey & Co. was referring to a mail order business when they stated that 3⅓% of the total costs are not the make or break factor in this business."

Third class mailers pointed out that rates for bulk third class will be up 150% July 1, when a 25¢ per 100 rate becomes effective, while post office costs are up only 112% since 1946 and the cost of living index up only 114%. They warned that further increases will be fatal, particularly to relatively small retailers who use "occupant" mail in order to get saturation coverage of neighborhoods where their stores are located.

■ Richard C. Taggart, coordinator, W. A. Storing Co., Columbus, said even if costs are passed on, someone suffers. "Of one thing I am certain," he declared. "The reduction in the volume of third class mail will neither benefit the Post Office nor the over-all economy."

Mailers complained bitterly about McKinsey's observation that they can cut costs by improving their mailing lists. "Every year millions of dollars are invested in culling lists, improving copy, creating better selling stories and generally improving the product," said Harry W. Schlosser, vp, Western Auto Supply Co., Kansas City, Mo. "This is an absolute must and competition prohibits it from being otherwise."

■ In his testimony for Meredith, Mr. Hall said that aside from the fact that it is impractical to pass additional postage costs along to subscribers, it is also impossible to claim more money from readers whose subscriptions are already on the books. He said average length of subscription for *Successful Farming* on the books is 40 months, while for *Better Homes & Gardens* it is 21 months.

He urged the department to determine out of pocket costs of different kinds of mail handling, and to propose rates "realistically related to those costs."

"As a government monopoly operating an essential service, the Post Office cannot price itself out of the market," he commented, "but it can, and I fear will, price many valuable enterprises out of existence.

"We venture to predict," he said, "that the result of this shortsighted policy will not be the elimination of postal deficits. On the contrary, the Post Office Department will be back before you in another year demanding another round of unjustified increases."

■ The U. S. Chamber of Commerce supported the department's bill "in principle," but suggested that the committee consider a minimum piece rate to make lighter periodicals pay a larger share of cost. #

Elliott Reportedly Is Key to Rep Deal for Ex-CBS Stations

(Continued from Page 1)

mission or the courts, and its stations are leaving ahead of the deadline.

■ A key figure in the case of the four CBS stations whose business is on the loose is Arthur Elliott, eastern sales manager of CBS-TV Spot Sales, who declined to accept phone calls. Mr. Elliott reportedly has been active in efforts to move the stations as a group, either to a new company to be set up by him, or to one of the rep companies that are bidding for the business. Mr. Elliott and some of his key aides will move with the business if his deal works out.

■ AA queried executives of Jefferson Standard Broadcasting and the *Washington Post* broadcast division; at press time both indicated that no decision had yet been made as to who will get their business. One of the officials queried thought there might be a decision soon.

Nobody would say who the leading contender is, but some sources left the impression that Paul H. Raymer Co. and Henry I. Cristal Co. (the latter would be moving into tv for the first time) are among the leaders. Among others reportedly still in the running for these stations: Branham Co. and Harrington, Righter & Parsons. #

Leo Burnett Names Tillson Media Department Manager

Leo Burnett Co., Chicago, has appointed Harold Tillson manager of the media department, reporting to Thomas A. Wright Jr., vp in charge of media.

Harold Tillson

Mr. Tillson, formerly media group supervisor, is succeeded by George Wilcox, previously associate media supervisor. At the same time John W. Setear, formerly assistant manager of the media department, has been appointed marketing supervisor of the marketing department.

Last Minute News Flashes

Bondyne Names Rockmore for New Drive

NEW YORK, May 20—Bondyne Associates and the textile fibers department of Union Carbide Chemicals Co. have appointed Rockmore Co. for a forthcoming campaign on Bondyne fabrics. All other Union Carbide Dynel fiber advertising remains at Anderson & Cairns. Bondyne fabrics are made with Dynel fiber.

Fiat Account Seen Shifting to Grant

NEW YORK, May 20—Grant Advertising, which loses the Dodge car and truck account at the end of the 1960 model year, is expected to be named shortly to handle advertising for Fiat Motor Co. Fiat has been billing about $750,000 at Adams & Keyes.

Gluek Names Forney in Second Switch of Year

MINNEAPOLIS, May 20—Gluek Brewing Co., brewer of Gluek beer and Gluek Stite, which only last month switched its account from Olmsted & Foley to Colle & McVoy (AA, April 11), has now moved over to John W. Forney Inc., effective June 1. The account bills an estimated $300,000.

Warwick & Legler Gets Pinex; Other Late News

• **Thayer Laboratories**, a division of Revlon Inc., New York, has assigned advertising for its Pinex line of cough syrups and other remedies to Warwick & Legler, New York. Keyes, Madden & Jones is the previous agency. Cockfield, Brown & Co. will continue to handle Canadian advertising, the company reports. When Revlon purchased Pinex Co. (AA, Feb. 15), it said that both Keyes, Madden and Cockfield, Brown would continue on the account.

• **Richard Gibson**, promotion manager of *Iron Age*, is leaving Chilton Co. to join American Aviation Publications as director of marketing, effective in June.

• **Clark Lawrence**, formerly account supervisor, has been named president of Long Advertising, San Francisco, succeeding Alvin Long, founder, who moves up to board chairman. Wayne Lenz, business manager and comptroller, was named exec vp of the agency and Steve Daly, account executive, was elected a vp.

• **Lawrence H. Smith** has been appointed commercial advertising and sales promotion manager of Mobil Oil Co., New York, succeeding Charles J. Copley, who has retired. Mr. Smith was formerly commercial program manager in Mobil's advertising department.

• **Motorola Inc.**, Chicago, will feature its new Astronaut transistorized tv set in its 1961 line of tv and table and clock radio sets next September and October. The company will use 1,000-line ads in 600 newspapers in 300 markets. In addition, the same markets will be covered with No. 100 outdoor showings and dealers' and distributors' radio spots. Leo Burnett Co. is the agency.

• **Frank Mayans and William T. Moran**, both with the research department of Young & Rubicam, New York, have been named vps of the agency. Mr. Moran will become manager and coordinator of the department and Mr. Mayans will be associate director for plans and analysis.

• **Kenyon & Eckhardt**, which recently lost the $1,500,000 Pepsi-Cola account in Canada to Batten, Barton, Durstine & Osborn (AA, May 16), is expected to close its Montreal office in the near future and transfer its remaining Montreal accounts, estimated to involve $150,000 a year in billings, to Toronto. At press time K&E would make no statement on the reported closing.

• **Bradford Organ Co.**, Glenview, Ill., manufacturer of electric organs, has named Powell, Schoenbrod & Hall Advertising, Chicago, to handle its advertising and pr. The company had no previous agency.

• **Edward J. Crooker and Paul L. Richey** have been named respectively manager of operations and assistant manager of operations of National Outdoor Advertising Bureau, New York. Mr. Crooker joined NOAB as a field representative in 1948 and has been assistant to the vp in charge of finance. Mr. Richey, with NOAB since 1952, was brought to New York this year after having been manager of the Chicago and San Francisco offices of NOAB field service. Earlier this week James T. Mullen, formerly manager of the poster contract department, Chicago, was moved to New York as account supervisor, and John I. Hembre, formerly account supervisor, was named manager of the field service department.

• **The Birds Eye division** of General Foods Corp., White Plains, will use four-color spreads in *The American Weekly*, *Parade* and *This Week Magazine* and independent Sunday supplements May 22 through June 5 to promote an ad contest featuring trips to Hawaii. Entrants must submit an ad headline for Birds Eye frozen beans with front panel or a can top of a Birds Eye frozen food product. Prizes include two-week vacations in Hawaii for 25 couples, and 500 Minolta cameras. Young & Rubicam is the agency.

• **Maremont Automotive Products**, Chicago, has moved its advertising account from Waldie & Briggs to Bozell & Jacobs, effective July 1. The account includes five divisions, which make clutches, auto mufflers, brake drums and other automotive products.

TED R. GAMBLE

SAN FRANCISCO, May 18—Ted R. Gamble, 54, president of the Mount Hood Radio & Television Broadcasting Corp., Portland, Ore., suffered a cerebral hemmorrhage in his suite at the St. Francis Hotel here today and died a few hours later.

Before becoming the operator of the KOIN radio and tv stations, Mr. Gamble had been president of Northwest Theatrical Enterprises and of his own company operating theaters in the East and Midwest.

He was born in Nevada, Mo., and began his theatrical career as a doorman at the age of 13. When a 19-year-old student at the University of Oregon he was general manager of a chain of 11 theaters.

During World War II he was named assistant to the Secretary of the Treasury to supervise War Bond field organizations, and was later national director of the War Finance division.

Mr. Gamble was appointed director of the Theater Owners of America when that group was organized in 1947.

With Mr. Gamble when he died was his daughter, Susan, who is with KRON-TV here.

New FCC Division to Increase Local Radio-TV Policing

WASHINGTON, May 20—The Federal Communications Commission moved to tighten its grip over the radio-tv industry today with the creation of a new complaints and compliance division to put policing on a systematic basis.

Under the plan outlined by Chairman Frederick W. Ford, the emphasis will be on field investigations and monitoring to check the performance of stations. In many instances, he said, hearings will be held in local communities "to provide a proper forum to determine whether the services provided by stations have been in the public interest."

■ The plan conforms to suggestions advanced recently by many members of Congress, including Sen. Warren Magnuson (D., Wash.), chairman of the committee on interstate and foreign commerce and the Senate appropriations subcommittee, responsible for FCC's budget.

When it comes into existence June 1, the new division will have a two-pronged assignment, Chairman Ford said. One of its duties will be to send investigators into the field to check specific complaints. Its other duty will be to organize a systematic monitoring program to audit the performance of stations on a spot basis.

■ The plan represents a major effort by the FCC to prevent erosion of radio-tv programming, and to insist on compliance with rules governing sponsor identification.

In the past FCC has handled most investigations of complaints by mail. In renewal cases, it has acted on statistical reports, and has never withheld a renewal for failure to provide satisfactory program service.

Chairman Ford said the commission is determined to get "a more penetrating view" of station performance before acting on renewals. Since there are 5,000 stations in 2,000 communities, he said the monitoring will be selective, but that he would expect to reach about 100 communities during the first year. He is asking $300,000 of extra money this year.

One of the purposes of the monitoring, he said, will be to check performance against promise. "In those cases where licensees are found to have abused their trusteeship flagrantly, provision will be made for formal hearing procedures," he said. #

Home Testing Appoints 4

George Gagnon, who has been on the staff of Home Testing Institute, Port Washington, N.Y., a national marketing research organization, has been promoted to director of research. He will be in charge of consumer survey and product testing activities. Helen Hildebrand, also on the staff of the company, has been named assistant to the president. Herbert Altman, previously a research statistician at ABC, and Stuart Gray, formerly a senior research associate of NBC, have been named client contact supervisors on TVQ, a national qualitative television research service operated by Home Testing Institute.

Lamneck Joins Donahue & Coe

Joseph Lamneck, formerly general manager of television commercials at Warner Bros., New York, has been named to the new post of director of radio-tv, commercial division, at Donahue & Coe, New York.

Resign Unethical Clients, Kintner Urges Agency Men

NEW YORK, May 20—FTC Chairman Earl W. Kintner advised admen [agency men, in the sense of what he had to say] to resign rather than work for a client whose advertising violated their ethics. He called for the development of a personal professional responsibility on the part of admen as a means of improving advertising.

Mr. Kintner was one of the featured luncheon speakers at the first American TV Commercials Festival & Forum held here this week. Wallace Ross, in association with *Sponsor Magazine*, produced the three-day festival, which was highlighted by the selection of the top 28 commercials from a field of about 1,300 entries.

Mr. Kintner told the forum that "The member of a profession must test each element of his work product against a coherent body of ethical precepts; only if every element satisfies the spirit as well as the letter of the ethical code of his profession can a professional be satisfied.

"To me professionalism means a willingness to respectfully disagree with one's clients, to tell one's clients forthrightly that there are severe objections to a proposed course of action, to present an unobjectionable program and, yes, to resign from the service of the client if he persists in following a course of action that would violate the ethics of his adviser.

■ "If advertising men develop this sense of professionalism, and if advertisers absorb the lesson that good will and public reputation slowly and painfully acquired may well be dissipated by one ill advised and offensive campaign, public respect for advertising will be assured," he continued.

Mr. Kintner called on the ad industry to clean up personal product and proprietary drug advertising. He said: "My voice is merely one of a chorus here. Members of the Congress, consumer protection groups, citizens from every corner of the nation and many leaders of the advertising industry have raised their objections in a very determined manner. The responsibility for eliminating these objections is yours. You insure the continuing discredit of your industry if you do not discharge that responsibility."

■ The commercial festival's Thursday luncheon smacked of an international flavor. Serving up the continental cuisine of commercials was Harry Wayne McMahan, tv consultant and ADVERTISING AGE columnist. Mr. McMahan showed the admen a preview of 18 ads which he had selected from the 150 entrants for the Venice ad festival scheduled for June 13. The commercials were from Great Britain and various other European countries.

"Europeans get higher creativity in their commercials," Mr. McMahan said, and he went on to prove his point graphically. One of the most striking observations to be made about the collection of Europe's finest was the consistently light, extremely soft sell approach. The majority of these commercials, many of which are shown in theaters, used animation and unusual cinematic effects, and many used a light humorous touch.

About half of the group used no words at all, depending on tricks of animation, electronic devices, music and sound effects to get their message across. Mr. McMahan said that he would review the Venice ad festival entrants in the June 20 issue of ADVERTISING AGE.

■ Another speaker at the Thursday luncheon, Kenneth C. T. Snyder, tv creative director at Needham, Louis & Brorby, reviewed the growth of television commercial production since its infancy, emphasizing the national, heterogeneous scope which now characterizes the industry. "We're not regional or insular anymore," he said, "and we do our work where it can be done most economically and efficiently."

■ Mr. Snyder said that commercial production crews travel to any area of the U.S. to do a job if they feel that the locale would add to the effectiveness of the commercial. This is quite different from the earlier days of tv, he added, when the industry depended primarily on New York and Hollywood, looking to the eastern metropolis for such things as animation and the West Coast for huge production extravaganzas. #

Delta Kicks Off $1,000,000 Ad Push for New Jetliners

ATLANTA, May 17—Delta Air Lines began a $1,000,000 promotion campaign this week to introduce the newest brand of jet airliners to the traveling public.

On May 15, Delta put the first two Convair 880 airliners into service, one non-stop between New York and Houston, and the other non-stop between New York and New Orleans. Non-stop service between Atlanta and New York began yesterday.

Along with it, C. E. Woolman, airline president, told a San Diego, Cal., audience at the introductory banquet, Delta will devote the $1,000,000 portion of its budget to a campaign to familiarize the traveling public with the Convair 880, which promotions will describe as the newest, fastest and quietest of the jet airliners.

Advertising will also point out that Delta is the first airline in the world to use the fastest airliner in the world. Mr. Woolman said the campaign will go through all media—not only newspapers, radio, television and magazines, but also direct mail, special events and personal calls.

■ As a starter, Delta public relations teamed with Convair division of General Dynamics Corp. and General Electric Corp., the engine maker, in a press demonstration flight which carried 67 press representatives and company officials last week between San Diego and Atlanta in less than 3½ hours.

The advertising campaign will break in each of the cities Delta serves, a few days in advance of the beginning of Convair 880 flights out of each city. By the end of September, Mr. Woolman said, Delta will have flights serving 18 cities, from Chicago and New York around to Houston and the southeast cities.

Burke Dowling Adams Inc. is the agency. #

NEW—*Potter Drug & Chemical Corp., Malden, Mass., introduces its new Cuticura medicated cream during June and July in Everywoman's Family Circle, Ladies' Home Journal, McCall's, R. N. and Woman's Day. Kastor, Hilton, Chesley, Clifford & Atherton, New York, is the agency.*

Dyke Joins Durham Associates

Ken R. Dyke

Ken R. Dyke, who retired in 1958 as vp and assistant to the president of Young & Rubicam, has joined Robert C. Durham Associates, New York, as a senior consultant. Mr. Dyke has been in advertising and sales promotion since 1920. He was formerly assistant ad manager of U.S. Rubber Co. and was also onetime vp in charge of programs for the National Broadcasting Co.

Olden Joins BBDO Art Staff

Georg Olden, formerly director of graphic arts with the CBS Television Network, has joined Batten, Barton, Durstine & Osborn, New York, as a group art director in the television department. A frequent winner of awards, he recently was selected by a Japanese art magazine as one of the 15 leading graphic designers in this country. Ralph Amirati, formerly an art director with Erwin Wasey, Ruthrauff & Ryan, has joined BBDO as an art director.

Delta... first in the world
to fly the Convair 880
DELTA
Non-stop to New York
And until May 15... fly Delta DC-8 Jets non-stop to New York. Plus Douglas-built
DC-7's or DC-6's to Atlanta · St. Louis · Memphis · New Orleans · Chicago

NON-STOP—*Newspaper ads like this will help kick off Delta's $1,000,000 ad push for its new jetliners.*

FDA Fires Dr. Welch After Probe, Says Ads Were Basis for Compensation

(Continued from Page 2)

committee showed that much of the money originated with Chas. Pfizer and Lederle, the two largest antibiotics producers. Pfizer's expenditures for advertising in the journal were $65,475; for reprints $171,752; and for extra pages $19,484. Lederle's expenditures included $77,680 for advertising, $89,065 for reprints and $1,750 for extra pages.

There were 75 purchasers of reprints, according to the evidence, including $676 of purchases by the Department of Health-Education-Welfare. Major purchasers of reprints, other than Pfizer and Lederle, included: Wyeth $84,120; Upjohn $52,127; Smith, Kline & French $39,063, and Squibb $37,525. At least 29 advertisers used the quarterlies. Leaders, other than Pfizer and Lederle, were: Bristol $28,651; Eli Lilly $26,982; Upjohn $25,873, and Abbott Labs $23,364.

■ Testimony showed that Parke, Davis & Co. had given a $100,000 grant in 1956 for a joint effort by M.D. Publications and Dr. Welch to launch a British edition of *Antibiotic Medicine & Clinical Therapy*. It was liquidated after eleven issues, and Dr. Welch received $18,972.89 of the residue. Mr. Engelstad also reported Dr. Welch received $36,750 from Medical Encyclopedia Inc., owned jointly by himself and Dr. Felix Marti-Ibenez, the 100% owner of M.D. Publications, and $1,729.45 from "bulk sales" of publications.

Sen. Estes Kefauver (D., Tenn.), the committee chairman, commented that the existence of a formula for determining compensation would make it very difficult for Dr. Welch to disassociate his official capacity from his financial interests in these publications.

As director of FDA's antibiotics division, Dr. Welch has been the government's top expert responsible for "securing and organizing scientific facts and opinions concerning the efficacy under conditions of use of all classes of immunological products and antibiotics."

■ The hearing record showed he obtained permission from his superiors in 1950 to participate in the founding of a technical publication for the antibiotics field, and certain other outside writing activity. The department was advised that the outlook was uncertain, but that he would receive an honorarium if the publications became profitable.

His original publication, *Antibiotics & Chemotherapy*, was acquired in 1952 by M.D. Publications, and he remained as editor. He also served as editor of a second publication, *Antibiotic Medicine & Clinical Therapy*.

Later he engaged in other enterprises with Dr. Marti-Ibenez, including the encyclopedia. Beginning in 1953 he arranged for joint sponsorship by M.D. Publications and the Food & Drug Administration of an annual antibiotics symposium in Washington. Papers from this symposium were published as "Antibiotics Annual" by Medical Encyclopedia Inc.

■ His connection with the publication became a public issue in February, 1959, when *Saturday Review* published two articles questioning his relationship with the drug industry. Late last year Secretary Flemming signed regulations which forced Dr. Welch to withdraw from his outside editing activities (AA, Feb. 9, Oct. 19. '59).

Testimony received by the Kefauver committee reported he had been unwilling to divulge to the department the amount of remuneration he received from outside activity. A memo drafted by FDA at the time the *Saturday Review* series appeared said he receives an honorarium for his services as editor of *Antibiotics & Chemotherapy* and that "this at times amounts to as much as $3,500 per annum."

■ The Kefauver committee also received a copy of a memo submitted by Dr. Welch to Food & Drug Commissioner George Larrick in 1956 in reply to charges from leaders of the drug industry that his name was being used in the sale of advertising in M.D. Publications. He told Commissioner Larrick he had reassured industry leaders that he had no business interest in M.D. Publications.

The committee also received evidence that Dr. A. H. Holland, who was director of medicine for FDA in 1956, also served briefly on the editorial boards of the antibiotic journals edited by Dr. Welch, and had received $4,875 during the period June-December, 1956. FDA sources confirmed that Dr. Holland, who left the agency more than a year ago, had served briefly with the publication, but subsequently discontinued the arrangement. #

Standard Motor Sets Magazine Push for Its Herald Import

NEW YORK, May 20—The Triumph/Herald, a new British import that is called "three full engineering years ahead of other economy cars," was introduced in the U. S. this week by Standard-Triumph Motor Co.

Incorporating many new features and sporting an Italian design by Giovanni Michelotti, the Triumph/Herald is being backed with the biggest ad budget ever mounted by Standard-Triumph, U. S. subsidiary of the British manufacturer, Standard Motor Co.

■ Already introduced in 87 other countries, where it is reportedly a hot seller, the Herald made its advertising debut in a three-page insertion in the May 23 *Time*, with the same ad scheduled for next week's *Newsweek* and *U. S. News & World Report*.

Standard-Triumph will then begin using pages in eight magazines and half-pages in 75 newspapers across the country. On the magazine schedule also are *Holiday, Motor Trend, The New Yorker, Road & Track, Sports Cars Illustrated, Sports Illustrated*, and *Sunset Magazine*.

The Herald will be available here in three models—two-door sedan, sports coupe and convertible. Prices at eastern ports of entry will be $1,999, $2,149, and $2,229—plus state and local taxes.

■ Advertising, prepared by Doherty, Clifford, Steers & Shenfield, hails the Herald as "the car that almost never needs greasing." Copy will ride hard on the fact that "only four parts of the Triumph/Herald *ever* need grease—the trunions and water pump once every 6,000 miles; the steering box and wheel bearings once every 12,000 miles. (That's about *once a year*, if you drive as much as most people.)" #

PEACE

the most challenging problem of our times!

In Chicago, TV Station WBKB is investigating the problems of peace in our age by presenting a public service series, **PEACE REPORT,** which explores this vital issue in depth. Each of five separate two-hour reports brings together some of the finest minds of our time, each examines a different aspect of peace. **PEACE REPORT** is not a conventional series. Four hours of the **REPORT** originated from Argonne National Laboratory, where for the first time in history, telecasts were actually powered by nuclear energy. On one program, four of eight living Nobel Peace Prize winners were brought together. On another, twelve of America's leading military experts and prominent industrialists were featured.

WBKB'S **PEACE REPORT** is typical of what many fine TV stations throughout the United States are doing in the public interest. These stations are planning for and programming to a television audience that has come of age, a mature public determined to face today's most significant problem, man's survival.

All five of the reports of this investigation into the issues of peace in our times are being offered by WBKB to the Ford Foundation for distribution. All five are also available to any commercial or educational television station in the United States at no cost. (*Stations to supply their own tapes for dubbing.*) *Address: Program Director, Station WBKB, 190 North State Street, Chicago 1, Illinois.*

REPORT NO. 1—"*The Philosophy of the Atomic Physicist*"—An actual visit to Argonne National Laboratory with on-the-spot commentary by staff members: Moderator: Norman Ross; Guests: Dr. Norman Hilberry, Director of Argonne National Laboratory; Dr. Louis Turner, Deputy Director, Argonne National Laboratory; Dr. William F. Miller, Director of Applied Mathematics Division, Argonne National Laboratoy; Dr. Albert Crewe, Director of Particle Accelerator Division, Argonne National Laboratory; Dr. Harry Auerbach, Associate Statistician, Division of Biological and Medical Research; Dr. Joseph Katz, Senior Chemist, Chemical Division, Argonne National Laboratory.

REPORT NO. 2—"*How Atoms Are Being Made to Work for Peace*"—A program telecast from Argonne National Laboratory exploring peace-time atomic research. Moderator: Norman Ross; Guests: Dr. Norman Hilberry, Dr. Austin Brues, Dr. Harry Auerbach, Dr. Theodore Tahmisian, Dr. John Skok, Dr. Joseph Katz, Miss Gladys Swope, Mr. William Doe, Mr. Joseph Harrer, Dr. Francis Throw, Dr. Albert Crewe, Dr. William Miller, Dr. Rollin Taecker.

REPORT NO. 3—"*The Ethics of Peace*"—Four of eight living Nobel Peace Prize winners examine the relationship of ethics to world conflicts and tensions. Moderator: Norman Ross; Guests: Rt. Hon. Philip Noel-Baker, British M. P., Nobel Peace Prize—1959 (Disarmament); Lester B. Pearson, Leader of Canada's Liberal Party, Nobel Peace Prize—1957 (Efforts toward minimizing international conflicts); Lord John Boyd-Orr, Nobel Laureate for 1949 (For service as first director of United Nations Food and Agriculture Organizations); Sir Norman Angell, writer, Nobel Peace Prize—1933 (Authored commentary on topic of war). Also: Harry Bullis, Chairman, Board of Directors, World Brotherhood, Incorporated; Hon. Albert De Smaele, President of Central Economic Council of Belgium.

REPORT NO. 4—"*How the Military and Industrialists Seek Peace*" (Part I)—Moderator: Norman Ross; Guests; Major General Leighton I. Davis, Assistant Deputy Chief of Staff, Development, U. S. Air Force; Vice Admiral John T. Hayward, Deputy Chief of Naval Operation for Research and Development; William C. Sullivan, Chief of Research Section, Domestic Intelligence for the Federal Bureau of Investigation; Lieutenant General Arthur G. Trudeau, Chief of Research and Development, U. S. Army; Frank R. Barnett, Director of Research, The Richardson Foundation, Inc.; Gerhart Niemeyer, expert on Communist Philosophy, Professor of Political Science, Notre Dame University.

REPORT NO. 5—"*How the Military and Industrialists Seek Peace*" (Part II)—Moderator: Norman Ross; Guests: Thomas G. Lanphier, Jr., former Vice President, Convair Division, General Dynamics Corporation; Rear Admiral Chester Ward, Judge Advocate General, U. S. Navy; Dr. Martin Blank, distinguished German political scientist; Dr. William Davis, Director of Research, Huyck Corporation, and former Chief of Scientific Research, U. S. Air Force; Jack L. Camp, Head of Foreign Operations, International Harvester Corporation; Frank R. Barnett, expert on Russian affairs and psychological warfare.

WBKB CHICAGO Channel 7

Owned and operated by American Broadcasting—Paramount Theatres, Inc.

Film Folk Leaving Tape Commercial Field

(Continued from Page 3)
studios without starting union dissension.

■ Competing with the networks is tough, according to the film producers, because the networks have the edge in tape equipment, experience and trained, tape-wise technicians. And since commercials are only a minor part of their tape operations, which also are used for programming, the networks can afford to give clients a better price than they can independent producers.

Unlike Filmways, another major commercials producer, which dropped out of the tape fray after a brief try, Elliot, Unger & Elliot will keep its taping equipment.

■ Marin Ransohoff, president of Filmways, said his company's brief experience with tape in 1958 and 1959 was a disastrous one. He estimated that the experience cost Filmways about $150,000 before the tape equipment was sold last year.

Mr. Ransohoff, who runs one of the busiest commercial factories, does not seem disturbed about the situation. His experience has convinced him that the independent producer cannot compete with the networks in tape at this time, but he says that most clients still prefer film for day-in-day-out use. His guess is that only about 8%-10% of the commercials business is going into tape, despite the early enthusiasm of drum-beating boosters.

■ Mr. Meighan theorized that the rumors about his company may have grown out of the fact that its Videotape Center building, a former live tv theater, is on a block that will be razed in the fall of 1961 to make way for new construction. Videotape Productions, which is owned by Mr. Meighan, Ampex and Minnesota Mining & Mfg., has started shopping for new quarters, he said.

The former CBS executive said there have been offers to buy Videotape Productions, but there are no plans for selling at this time. He seemed respectful of, but not worried about, competition from CBS. This company is looking abroad for new business; plans are under way now to make a play for business from England.

■ As early as the fall of 1958 the Film Producers Assn. of New York was worried about network competition in a tape age. The association announced that it would ask the Department of Justice to explore possible monopolistic practices by the tv networks in the production of film and tape programs and commercials. The film men also have talked of putting their grievances before various Washington committees. But nothing in the way of action has been forthcoming from Washington either on the part of the Justice Department or any of the congressional committees. And so far the members of the association have not been eager to spend $75,000 to $100,000 to start an anti-trust court action on their own.

■ The networks are big factors in tape production, but the independent producers also are competing, to a lesser degree, with stations in New York and elsewhere. A number of stations put their tape machines to work on commercials, particularly for local and regional accounts. Some advertisers occasionally have used station equipment in test markets areas to make spots for test campaigns for national accounts; shooting in smaller cities, outside strong union territory, can result in tremendous savings.

Falstaff used KHOU-TV's facilities to tape a commercial for showing in the Houston area. Another Corinthian station, WISH-TV, Indianapolis, made a test commercial for Esquire shoe polish for an Indianapolis test.

■ A spot check by AA indicated, however, that there has been relatively little commercial taping outside the major commercial production centers of New York, Los Angeles, Detroit and Chicago. But the future may find agency producers taking excursions to more out-of-the-way places for taping assignments. Some agencies will consider using local mobile unit equipment in the future when they have location shots to make in such places as Florida.

VIDEOTAPE HOOKS UP AGENCY, AD PRODUCER

NEW YORK, May 19—Before long agency men expect to be able to sit in their own conference rooms and watch hot-off-the-tape-machine commercials as they are screened over tv monitors.

This step forward in tape technique was announced this week by John Lanigan, vp and general manager of Videotape Productions of New York. He told ADVERTISING AGE his company had been working with the telephone company for the last 15 months on a proposed system to make viewing of tape commercials easier for agency men, who don't have time to rush to the studio and who don't want to spend the $60,000 or so required to buy a tape machine for viewing in the agency headquarters.

Mr. Lanigan said the New York Telephone Co. has agreed to set up a switching center that will make it economically feasible to connect tape producers and ad agencies via special video lines. At the outset the switching system will be able to accommodate about 30 agencies. Agencies and producers must pay an installation charge of about $200, plus a monthly phone lines service charge.

■ Mr. Lanigan said the phone company agreed to set up the system after several agencies had indicated they would be interested in having such a service.

Among the agencies considered likely clients for the new service are Batten, Barton, Durstine & Osborn, Compton Advertising, McCann-Erickson, Ted Bates Co., N. W. Ayer & Son and Benton & Bowles.

"One of the drawbacks of tape has been that the agency men had to go back and forth two or three times to see how their commercial was coming along," Mr. Lanigan explained. "Now with no more effort than it takes to make a phone call, the agency group concerned can check the day's shooting at the end of the day—or, if they wish, they can accept or reject various versions of the commercial during the shooting day as soon as they have been taped."

The Videotape Productions executive said a number of agencies in the past had considered setting up a permanent phone line that would enable them to monitor commercials in the agency office, but the costs had proved prohibitive.

Mr. Lanigan said he expects the switching center to begin operations within a couple of weeks and to become fully operative within a few months. #

OUT OF RETIREMENT —*Fisk division of U.S. Rubber Co. is bringing back its "Time to Retire" boy in its advertising. Burr E. Giffen, who originated the symbol 54 years ago, re-creates his original sketch in U.S. Rubber's exhibit hall in Rockefeller Center. Behind him is 9' statue of the trademark.*

Sunkist Names Burnett for Fresh Lemon Account

(Continued from Page 1)
as a part of a program to meet the massive challenge of increasing sales in a period of rising production and intense competition for consumer favor."

Per capita fresh lemon sales have been declining since World War II, and in choosing Burnett, the board was influenced by its Meat Institute program "which is credited with reversing the downward trend of meat consumption, followed by a sharp increase in consumption," the announcement stated.

■ (Burnett was named to handle the American Meat Institute consumer account in 1940; it resigned the business in 1954. In this era the account was billing as much as $3,000,000 a year. In 1955 the account went to Lennen & Newell, but budgets dwindled; although L&N was still nominally the agency early this year—when the account moved—the consumer end actually had been inactive for some years. The business publications end of the account, which had been at L. G. Maison & Co. moved to K. E. Shepard Advertising [AA, March 7].)

Burnett's work on various food accounts also reportedly influenced the committee—Pillsbury, Kellogg, Green Giant, Campbell frozen soups and the Tea Council.

■ The agency starts in the position of having been told it need not be restricted by the present 9½¢ per carton advertising assessment in whatever plans it may have. This year the fresh lemon budget totals $1,330,000. The breakdown for media and production gives $573,000 for U. S. advertising, $55,000 for Canada and $125,000 for export. Other budget items: Merchandising, $417,000; consumers service, $37,000; administrative, $47,000, and miscellaneous, $58,000.

Commenting on the budget, Mr. Eller said it is recognized the advertising fund is modest, considering the market challenge it represents. "The lemon industry is comprised of progressive business-minded growers. Sunkist Growers, which represents 77% of California-Arizona production, doubtless will consider an increase in the self-imposed assessment, upon development of a program which promises reasonable hope of success in building better sales," he said.

It appears Burnett has its work cut out. California and Arizona account for all U. S. lemons, which also represent approximately 50% of the world total. The lemon crop has increased steadily for the past 20 years, according to figures of the Lemon Administrative Committee, which regulates shipment of lemons.

The 1941-'42 crop totalled 25,113 carloads. For 1950-'51, the total crop was 27,732 carloads. The 1958-'59 crop was 36,961 carloads, and the estimate for the 1959-'60 crop is 38,260 carloads.

In the face of these increasingly larger lemon crops, the dilemma of the grower is that, based on present costs, he must sell approximately 60% of his crop as fresh fruit on the domestic market in order to operate at a profit. He cannot exist on sales of lemon for juice. Yet the lemon committee's figures show that from a high point of 81% of the crop sold fresh in the U. S. in 1943-'44, with the exception of a few short-crop years, the proportion of the crop sold fresh domestically has steadily declined.

Figures for most recent years are: 1952-'53 (small crop), 62%; 1953-'54, 47%; 1954-'55, 55%; 1955-'56, 55%; 1956-'57, 47%; 1957-'58, 42%; 1958-'59, 40%. To date this year the figure is 29%.

■ Export sales have increased over this period, but the major share of the lemon crop is now being processed for juice, lemonade, punches and other uses. For 1958-'59, the percentage of lemons processed was 49%, compared with 37% in 1940-'41, and a low of 22% reached in 1944-'45 and 1948-'49. The 1959-'60 figure to date is 60%.

Add to this the 77,000 cars of lemons in storage on May 15, and the problem is apparent.

Currently, it is estimated the size of the lemon crop will increase by approximately 20% in the next few years. This increase reflects the delayed reaction of growers to the lemon market when frozen juices were introduced in 1952-'53. At that time, demand for lemons for juice was so great that prices skyrocketed. This led, as it has in similar situations in the past, to greatly increased lemon plantings. The full effect of these plantings will not be realized for several years, because it takes 6 to 7 years before the trees bear commercially. Today, the return from lemons used for juice is one-eighth what it was in 1952-'53.

■ Facing these facts, Sunkist has been investigating all aspects of the planting-through-marketing cycle. It is recognized that reaching—and stabilizing fresh lemon sales at—60% of the total crop may not be possible. Thus efforts have been directed toward (1) reducing grower costs, to bring the profit point lower in terms of fresh fruit sales, and (2) finding more profitable processed uses. The latter is important, in that when consumers think fresh fruit prices are too high, they turn to juice.

An example of the former is an investigation of grading lemons in the field for direct shipment to the ultimate destination. The practice now is to pick, then ship to a packing plant, where the fruit is graded, then re-shipped, either as fresh fruit or to a processing plant.

■ The four frozen fruit punches introduced nationally by Sunkist earlier this year represent an example of lemon juice marketed in a form that is more profitable than when it is sold as lemon juice. All four punches have a different fruit juice in them, but all have lemon juice as a base. The budget of $1,700,000 allocated to introduce the punches indicates the importance the growers attach to them.

While other Sunkist citrus fruits —orange and grapefruit—are posing no particular problems, a situation similar to that facing lemons is potentially present. Demand for fresh oranges is now greater than supply, and prices are good. This results principally from the loss of 80,000 acres of orange plantings in southern California to subdivision development. However, recent plantings in central California and Riverside, can change this picture.

Similarly, in one area, the Coachella Valley, which produces premium grapefruit, non-bearing grapefruit plantings now exceed present bearing acreage. #

Hardboard Assn. Sets $50,000 Campaign

SAN FRANCISCO, May 18—Plans for an intensive, six-month, $50,000 campaign to advertise the advantages of hardboard were announced here today at the start of a three-day semi-annual meeting of the Hardboard Assn.

Representing more than 95% of the $100,000,000 hardboard industry, the trade group's members meeting at the Sir Francis Drake Hotel heard president F. M. Hughes, of Forest Fiber Products Co., Forest Grove, Ore., outline a new program "designed to build awareness of the advantages of American-produced hardboard."

■ The campaign for the association, which has nine member companies and is directed by Donald Linville, executive secretary, will be directed by Biddle Co., Chicago.

Trade magazines reaching the building and construction industries will be used exclusively. Ads will site some 18 advantages claimed for domestic hardboard. Identical themes will be stressed in the association's consumer educational and p.r. activities handled by the Public Relations Board, Chicago.

"This action is being taken," Mr. Hughes told ADVERTISING AGE, "in order to meet the challenge of mounting foreign imports and other developments within the rapidly expanding hardboard industry. Imports have now captured about 12% of the domestic market." #

Heritage FM to EWRR

The San Francisco office of Erwin Wasey, Ruthrauff & Ryan has been appointed to handle advertising and public relations for Heritage FM Stations, a group of fm outlets in 25 markets, including Seattle, Portland, Ore., Denver, Los Angeles, Chicago and Boston. National consumer magazines, tv, radio, newspaper and outdoor media will be used.

Meet 19 reasons...

metal-industry executives start their workday with AMM

PRESIDENT-PUBLISHER Archer Trench participates in metal industry activities, constantly drives for complete and authoritative news coverage.

YOUTHFUL "OLD PRO"...Editor Ed Lally, former Wall Street Journal bureau chief and UPI reporter, knows that there's no substitute for first-hand reporting, thus keeps his AMM staff roaming the metal news fronts.

"FACTS, NOT THE FUNNIES"... Frank Smith's "spade is a spade is a spade" editorials have won wide praise from industrial leaders... are often read into the Congressional Record.

WASHINGTON COVERAGE by Freeman Bishop and his staff. They attend Congressional sessions regularly, White House conferences, and make daily swings through the various government agencies to report on anything government is doing that will affect metals.

PAT TRENCH, Managing Editor, is the one who takes charge of putting the paper to bed each day. Pat's job is to arbitrate ... to decide which news is really the most vital... which story needs to be cut... which ones ought to be featured.

LIGHT METAL—HEAVY JOB... Considered by many to be the most knowledgeable reporter covering the industry, Karl Rannells travels up to 20,000 miles a year by plane, train and riverboat, to bring eyewitness reports of what's new in aluminum to AMM readers.

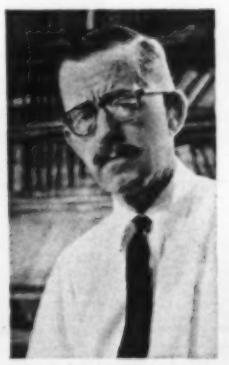
DIRECT FROM CHICAGO into the offices of AMM come daily reports and stories from Blaine McKee... right on top of all the metal news in this dynamic industrial area, he's regarded as an industry expert on steel warehouse activities.

"OLD PRO" IN PITTSBURGH. For years, the Pittsburgh Sun-Telegraph has carried a lively column under the by-line of business and financial editor Hi Howard. Now, as the new chief of AMM's Pittsburgh bureau, Mr. Howard will be covering the same beat he has covered since 1933.

JOHN RUTH ... scholarly, precise, well-informed, he watches the new developments in metals and metallurgy. Beryllium, titanium, zirconium and other exotic metals are his beat; the missile and rocket field is his specialty.

JOHN FRY, native Canadian from Montreal, has had heavy experience in non-ferrous metals, now keeps his finger on the pulse of copper industry news and world markets.

COPPER'S MR. CHIPS ... Norbert Langer's been studying developments in the world copper and zinc markets for longer than he likes to recall. Daily cable reports form the skeleton for his articles; the meat comes from his prized telephone list.



BACK TO BROADWAY. Our Pittsburgh bureau chief since 1941, veteran George E. Ehrnstrom, Jr. starts his third decade with AMM back in New York City. His new role directing and expanding editorial-page feature coverage... a job for which George's background has made him well-qualified.

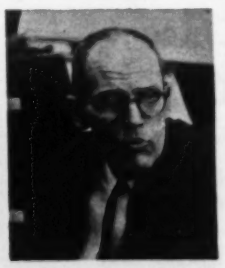
THE STEEL CITY IS NO STRANGER to Evelyn D'Andrea, newest addition to AMM's editorial staff. Graduate of Carnegie Tech, Evelyn comes to us straight from a five-year stint in the Wall Street Journal's Pittsburgh office.

RED METAL, LIGHT METAL, or anything from outer space to plastics is likely to go through Ernie Ostro's typewriter. For while he specializes in copper and aluminum, he might also be described as AMM's roving reporter for special assignments.

WORLD TRADER turned writer, Joel Mirel covers the world's tin markets for AMM readers; his wide ranging contacts both in Europe and the Far East enable him to report the market price of tin twice daily.

NEWS OF STEEL AND STEEL LABOR, sharp and to the point. That's Bill Smith's job at AMM. And he brings to it years of experience on the New York Times and as an editor of Business Week magazine.

JIM STAFFORD keeps a practiced eye on lead, zinc, mercury and antimony markets, watches domestic producers, importers and government, then wraps it all up in concise, market-wise reports each day of the working week.



WHAT'S NEWS TO MEN IN METAL? Bill Buckley decides that question hundreds of times a day as chief of the news desk. From field offices, correspondents and wire service tickers, this former Wall Street Journal staffer picks the stories AMM subscribers want to read.

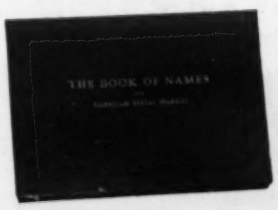
Why AMM? You can see 19 good reasons right on this page. 19 full-time members of our world-wide staff. Experts whose job it is to sift the metal news flashed to us all day from around the world ... interpret it ... then present it clearly and comprehensively. Crisp, complete coverage daily of the market news, prices and trends that top-tonnage metal buyers must have first thing every morning.

Because AMM is "must" reading ... and can't be deferred, you can be sure your ads are seen on the day top-tonnage metal buyers make their buying decisions.

Proof of AMM's worth is its high subscription, $24 a year ... 100% paid.

Low space rate ... AMM's concentrated audience makes it possible to plan campaigns with tremendous impact. Why not get all the facts now ...

SEEN OUR "BOOK OF NAMES?" *It's a "Who's Who" of AMM subscribers... prime prospects for the products and services your clients have to offer. Ask our representative to show you a copy.*



...as vital to the metal buyer as the ticker is to Wall Street

18 Cliff Street, New York 38, N. Y. Digby 9-1040

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

TAKE ⅓ OF OUR BUSINESS
We want an agency man; good experience on large dairy account; strong on campaign selling and equally strong on landing new business. Must qualify and be able to prove it. He will not be required to invest capital. We're a young, fast-growing agency in Southeast. Write us!

Box 3722, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN
Splendid opportunity for young man with some experience in advertising space sales. Job entails selling for two nationally known business publications in the graphic arts field. Office located in Bergen County, N. J. Sales territory general metropolitan area. Please telephone New York City WOrth 6-1770. Ask for Sales Manager. Or send resume to:

Box 3723, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago SU 7-2255

Hundreds of $7,000-$35,000 executive jobs available. Get free Report. Strict confidence. National Employment Reports. **P. O. Box 6731, Chicago 80.**

RALSTON PURINA COMPANY
has an opening in the St. Louis headquarters for an Assistant to the Cereal Advertising Manager.
Position will involve handling of national advertising, working with Production, Research, and Sales.
Experience in advertising agency media desirable. Age 26-30, draft exempt. College graduate with Journalism credits. Future potential: brand advertising management.
Qualified applicants should write
A. W. Moise
Ralston Purina Company
St. Louis 2, Missouri

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ... media .... production .... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

AN UNUSUAL SALES OPPORTUNITY FOR AN EXCEPTIONAL SALESMAN
Trade paper selling experience, creative selling ability and a merchandising background are the qualifications needed to fill a top sales spot in the New York office of a leading trade paper in the building industry. If you feel that you can meet these requirements, write giving background and qualifications. Substantial salary and incentive plan.

Box 3725, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING ASSISTANT
We make dairy equipment and heavy industrial machinery. We need a young, ambitious advertising assistant to produce sales literature, handle trade shows and fairs, create promotions for our dealer network. This is not a job for a beginner because you will need administrative and creative experience to produce the kind of results we want. In turn, we offer extremely pleasant working conditions plus excellent experience and advancement opportunities. If you feel you can handle this job, we would be pleased for the chance to review your resume. Send it along with a letter that will help us get to know you. (Please don't phone) to
Robert R. Kubick
The De Laval Separator Company
25 Columbia Street
Poughkeepsie, N. Y.

BARNARD'S
A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

POSITIONS WANTED

XYZ"@≠ GOOD RETAIL AD MANAGER
Chicago area female, heavy dir. mail; Sales Promotion background, 8 good yrs. exp. Sharp, fresh ideas and copy. Building, food; TV exp. Good eye for layout, media and budget. Single, 34, can travel.

Box 3736, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEASONED PR EXECUTIVE OFFERS PROFITABLE RESULTS

Box 3719, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITORIAL SERVICE
I will edit and produce your publication for you on a fee or percentage basis, saving you costly overhead and waste manpower while lending you TOP talent. I have a background of national magazines & can guarantee to make yours sing. I handle all writing, editing, art, layout & production, & cut costs. **Wagner, 423 S. Elm Dr., Beverly Hills, Calif. CR 5-8910**

CREATIVE WRITER. Young, bright & ambitious. 3 yrs. agency exp. all phases.

Box 27 R 749, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADVERTISING—SALES PROMOTION
13 creative & admin. yrs. for 2 national food, biscuit, candy, bev. mfgrs. in Pa. & Chicago. Young. $9-10M. Firm or agency.

Box 3724, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART-BY-MAIL? MAIL ORDER PRICES! FREE ESTIMATES! SAMPLES! NOW!
Paul Morey Art Service
P.O. Box 94 Redwood City, Calif.

PACKAGE COPY BUY
Two-man agency copy team: creative, versatile, on time, seasoned. Top national consumer, trade ad experience includes acct. planning, contact. All media. All collateral. All yours for $23M. Samples, resumes prove this a good buy. Send for 'em today. Manhattan only, please.

Box 3726, ADVERTISING AGE
630 Third Ave., New York 17, New York

Comb. copywriter-media salesman with experience in 50K radio, national business mag., local newspaper and own business, wants challenge. Lives Fla. west coast, re-locate if nec. Early 40's, excellent health, refs.

Box 3727, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER; (29) will relocate anywhere for good team. 10 years consumer/industrial exp. on major accounts. What offers?

Box 3728, ADVERTISING AGE
630 Third Ave., New York 17, New York

Southern Advertising Manager
Heavy admin. background with ldg. co. $1,500,000 budget. Univ. grad. Ten years exper. Age 32. Married. Earning $13,500. Seeks greater opp. Prefer South.

Box 3729, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV ACCT EXEC or ADV. MGR—Top flight for industrial/scientific/electronics fields. Strong adv, prom, P.R. exp. Excell. contact ability. Tech degree, engr'g exp.

Box 3718, ADVERTISING AGE
630 Third Ave., New York 17, New York

ROUNDED ADVERTISING INDUSTRY EXPERIENCE: CREATIVE, RESOURCEFUL.
PRIMARY: Magazine & Newspaper Space Sales. National, Local. Consumer, general industrial, retail & wholesale trades; mail-order.
SECONDARY: Agency, general. Contact, copy, roughs, media, spots, sales pro.; trade research, total from street to presentation. Creative Time sales.

Box 3730, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DESIRE EDITORSHIP TRADE JOURNAL
Integrated versatile orientation; creative and administrative background.
P. O. Box 302—Monticello, N. Y.

POSITIONS WANTED

MEDIA DIRECTOR OR ASSISTANT
who can make top management presentations with intelligence, conviction. 10 years creative media with agency, adv. This man can help secure new business, retain present accounts. Employed, 34.

Box 3731, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SAN FRANCISCO AREA agency or advertiser will get full value from services of this young lady. Now in charge of media and research for small Midwest agency. Seven years of agency and creative printing experience; two years of college. Fast; accurate; conscientious; accustomed to assuming responsibility. Age 23; single; personable. Will relocate without expense to employer.

BOX 3732, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE SALES SAGGING . . . . . in any of your product lines? Experienced salesman—analytical listener—wants to get into advertising by way of field service or market study.

Box 3733, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED A HYPO?
TALENTED YOUNG PRACTITIONER AVAILABLE TO GIVE SHOT OF HIGH-POWERED ADVERTISING-PROMOTION TALENT. SOLID EXPERIENCE AND SUCCESS IN TREATMENT OF 6 FIGURE BUDGET PLAGUED WITH DIRECT MAIL, CATALOGS, BROCHURES AND OTHER COLLATERAL WOES. RESUME ON REQUEST.

Box 3734, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING—MARKETING EXECUTIVE
A package goods expert with solid knowledge of all advertising phases. Strong and creative marketing man. Now VP supervising major accounts with agency in top ten. Former ad director with $3,000,000 budget. In 30's. Will relocate.

Box 3735, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Account Executive with the necessaries —and a new $ IDEA. 9 to 12 range.

Box 3654, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Growing regional hotel, motel, trade publication with terrific market sales story, seeks representation in New York area. Excellent commission arrangements. Assistant publisher will be in New York week of June 5 to contact interested reps. Write

Box 3741, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHER'S REP
Nationally known industrial publication needs top flight aggressive man for New York and New Jersey area. Our men know of this ad. Send resume, all replies confidential.

Box 3740, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

CLASSIFIED BILLING WANTED
by established, well-recognized midtown N.Y.C. advertising agency. We are expanding our Classified Division & want exp'd manpower & billing of any size. We offer full agency facilities & excellent staff. Will buy or consolidate.

Box 3739, ADVERTISING AGE
630 Third Ave., New York 17, New York

TRADE PUBLICATION
Available. Profitable. High industry influence. Excellent potential. National, weekly, merchandise field. $300,000 all cash. **C. K. Feinberg, Publications Broker. Box 1036, Newark, N. J.**

Small Publication for sale. Bi-Monthly. Good possibilities. National. Sold by subscription only. Priced cheap. Publisher has other interests.

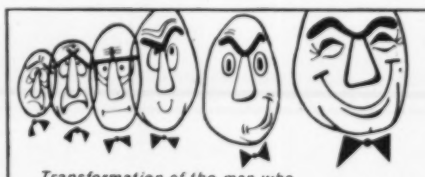
Box 3737, ADVERTISING AGE
630 Third Ave., New York 17, New York

ORIGINAL CIVIL WAR Newspapers Available Display, Promotion purposes issues N.Y. Times, Herald, Harper's, Leslie's Weeklies All battles, events 1861-65.

Box 3738, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

KLIP-R-KIT LOW COST AD ART!
Pocket kit of 450 sharp offset paste-up cartoons, reverses, heads, layouts, "gimmicks" Ideas galore! 5½x8½, opens 8½ x 11. $2 postpaid! money-back guarantee. **John L. Warren, P.O. Box 674AA, Spokane 10, Wash.**



Transformation of the man who entrusts his personnel problem to

Melba Oliver SPECIALIZED PERSONNEL SERVICE, INC.
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS . . . PLACING YOU IS OURS!
Melba Oliver
1229 NATIONAL CITY BANK BLDG., CLEVELAND 14, OHIO
PHONE: TOWER 1-6165

AVAILABLE JULY 1st
CREATIVE AD AGENCY GEN. MGR.
Heavy in account service and new business activity. A realist on agency trends, organization and services. Seeks wide opportunity to sell, promote and grow.

Box 186, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MANAGING EDITOR

We are the number one industrial publication in an exciting and challenging field. The man we want will be a top flight professional capable of handling a 3200 pages a year monthly. Considerable business paper experience is an absolute must. A scientific or engineering background preferable . . . but not necessary. Excellent starting salary. Future unlimited. Send complete resume including current salary to:

Box 201, Advertising Age
630 Third Ave., New York 17, N.Y.

COPYWRITER

Chicago agency has opening for an experienced man with thorough knowledge of farming as well as consumer and industrial products. You will work on established accounts as well as new business development. You will be supported by outstanding talent in a completely departmented organization. Good salary. Send letter with your resume. Our employees know of this ad. All inquiries will be answered.
Write Box 216, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

CHICAGO EMPLOYERS!

We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers

Professional, Sales and Clerical Office
Illinois State Employment Service
73 West Washington Street
Financial 6-3960

COPYWRITER

Well-established 2,000,000-class agency in Northern Indiana offers good salary, excellent family living conditions and uncommon growth potential with opportunity to become the major writer on important national accounts. Agency experience required; heavy on print.

The man we want has a good background, wide range of interests, and has demonstrated ability to think straight and write fluently and convincingly on varied accounts. Must be a self starter, able to work well with others, take direction objectively, and treat everything from full-color ads to two inch black-and-white with loving care.

For all this we offer exceptional (we believe) lifetime career opportunity. Act promptly. Include photo, home phone, list of interests and a few good samples with your résumé. Prompt action and return of your material guaranteed. Your inquiry held in confidence. Box 214, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

Exceptional Office Space in Chicago!

26,000 Sq. Ft.
Sublease
(12,855 sq. ft. Floors)
WILL DIVIDE

100 E. OHIO ST.—IN THE HEART OF THE NORTH MICHIGAN AVE. DISTRICT
Air Conditioned . . . . Fluorescent Lighting

- All space daylighted
- Numerous private offices
- New automatic elevators
- Asphalt tile floor
- Acoustical ceilings
- Excellent parking facilities
- Restaurant in building
- Unexcelled transportation

Call Mr. W. B. Snowhook
BROWNE & STORCH, INC.
919 N. Michigan Ave., Chicago 11, Ill. • WHitehall 4-7373

BROADCAST SUPERVISOR

MAJOR 4A AGENCY IN CHICAGO

Increased TV advertising by new and present clients has created need for an additional Broadcast Supervisor on our staff. This person will have full supervisory responsibility for the broadcast activities of assigned client accounts, all major users of network broadcast media.

The man who will best qualify for this position will have some agency and/or network TV administrative experience. Professional experience in the theater and in TV production is highly desirable.

Send letter of application, including resume and salary requirements, to: Box 215, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

DO YOUNG ADMEN READ AD AGE?

Of course they DO! Nevertheless, our recent ad headed "Your Best Chance Is Here," brought scores of replies from mature and highly-experienced men—but fewer than we'd hoped for from you wonderful young upstarts who deserve to do better.

Maybe we gave you the impression that a vast majority of our openings are over your heads. If we did, kindly be advised that "it ain't so."

At this moment, for example, we want several young fellows for art jobs—(all kinds)—and several more for copy-writing in publicity, sales promotion, industrial, electronics, pharmaceutical and consumer-goods openings. Some with contacting requirements. Good jobs—good pay—good opportunities—good employers. Mostly top ad agencies.

One of these jobs probably needs YOU. Therefore will you not kindly shake a procrastinating leg and contact us right now? Thank you!

Cliff Knoble—Consultant
Advertising—Marketing
IMPERIAL PERSONNEL
37 S. Wabash • Chicago • FRanklin 2-4233

PRINT PRODUCTION ASSISTANT

Great opportunity and excellent salary for an experienced man 26-40 years of age to start as understudy and second in rank to top man with large 4A agency in Western Pennsylvania. Plenty fine suburban homes at reasonable prices. Write detailed experience, age and family status. Interviews can be arranged with expenses paid. Box 211, Advertising Age, 200 E. Illinois Street, Chicago 11, Illinois.

Our 49th Year
ART DIRECTOR & CONTACT good opportunity with agency in medium-size town $8,500
COPYWRITER—Industrial, agency experience to 10,000
COPYWRITER—Consumer goods, growing agency 8-10,000
PUBLICITY WOMAN, food exp. 8,000+
WOMAN'S EDITOR, home econ. 7,000
MANY MORE — MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

DO YOU NEED
Copywriters, Ad Managers, Production People, Artists? WE HAVE THEM! Check with
MARAMAC PERSONNEL
5 No. Wabash, Chicago 2
RA 6-3538

ADVERTISING SPACE SALES

Leading merchandising trade publication has opening in midwest office. Packaged goods sales, advertising and/or marketing experience essential. Liberal salary, commission and expenses. Our staff knows of this advertisement. Box 209, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Fine, Fast, Fairly Priced Photography
pics photographers
DEARBORN 2-1082
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

ELECTROTYPE SALESMAN

Established electrotyping company has an immediate opening for a sales representative who wishes to increase his opportunities.
This company has complete facilities for manufacturing all types of flat and curved plates, including the latest "3M" treated plates for magazine, book and carton printers. Liberal benefits. All inquiries held in confidence.
Box 210, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Ill.

ASSISTANT ADVERTISING MANAGER
Sizable firm selling industrial products into the commercial and industrial building market is looking for a man with experience in that field to assist the advertising and sales promotion manager. Applicant must have experience in industrial advertising with particular emphasis on sales promotion. Must be able to write a limited amount of copy, plan coordinated sales programs, promotional meetings, have knowledge of audio-visual aids, advertising production, direct mail techniques, and have administrative ability. This is not a "chained-to-the-desk" type of job nor is it a soft spot. Requires a self-starter who can accept responsibility to execute complete programs with sales divisions. Salary commensurate with ability. Send resume to Box 208, Advertising Age, 630 Third Ave., New York 17, New York.

ACCOUNT EXECUTIVE

Expanding agency needs creative account man to serve present accounts and work on new business development. Talent, leadership and experience in agricultural, industrial and consumer products a must. You need no billing; just the ability to produce. We have a top quality, full service organization with a proven record for growth. Send resume, references and letter describing your qualifications. Chicago location. Box 217, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Better Jobs and Lower Fees

SALES PROM MGR	appliances	10-15M
ADV MGR	industrial	10-12M
A.E.	packaged foods	15-20M
CREATIVE DIRECTOR	agency	25M
ADV MGR(2)	appliances	9-11M
COPY CHIEF	dept store	10-15M
ART DIRECTORS(3)	agency	10-15M

Send 2 complete resumes to us for confidential handling
WALKER
83 So. 7th St., Minneapolis 2, Minn.

DON HARRIS NEEDS:

SENIOR MERCHANDISER, top-bracket agency, a right hand to one of the best. Package goods, especially foods. Confident in untangling problems, prescribing and presenting to show-me clients. No job for part-way experience $17,500
MERCHANDISER, big-name agency. Younger version of man for job listed above, similarly an authentic first-rater. Could come from agency, company, or be now with wide-range responsibilities in food chain $12-15M
ASSISTANT ADVERTISING MANAGER. Completely qualified advertising administrator who's supervised sizeable staff $12-15M
ASSISTANT ADVERTISING MANAGER, grocery products. Pet-food experience a plus. Probably 30-35 .....$10M
HOUSE ORGAN EDITOR, some publicity. Chemical background helpful. Probably 26-32 .....TO $9M
ASSISTANT TO MARKETING RESEARCH DIRECTOR, agency. Rare job because only requirements are: research-oriented academic background; energetic ambition. East .....TO $6M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9480

50% INTEREST IN ADVERTISING AGENCY FOR SALE (Los Angeles)

Principal of well-established, nationally known Los Angeles advertising agency wishes to retire and devote time to other investments. Billings now over $1,000,000 yearly with sound ten-year profit record. Purchaser's immediate salary and bonus will be between $20,000 and $25,000 annually. Fine opportunity to increase income as agency continues to prosper.

Present owner will sell on time basis if necessary with one-third ($20,000) cash down and balance over the next two years with payments coming out of earnings if desired.

Ideal opportunity to get established in a going business overnight in the prosperous and important Los Angeles market. Offer should be especially attractive to someone who is experienced and is both capable and desirous of becoming the top officer in the agency. Other stockholders would particularly like to attract a top creative man in either the art or copy fields.

Write, giving full background in advertising and/or allied fields, to Mr. Howard Seymour, C.P.A., Box 218, Advertising Age, 4041 Marlton Avenue, Los Angeles 8, California.

ADVERTISING EXECUTIVE:

National company needs top professional to create and direct overall advertising program consisting of direct mail, display ads, trade shows, public relations program. Ours is not a large company but rates tops in our industry. The person we want may be presently employed on a fulltime basis and wish to supplement his income, or he may be a young guy who is low man on the totem pole; or may be some real smart gal who may not be getting the recognition she deserves. State experience in detail.

Interviews held strictly on a confidential basis.

Box 213, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

McGraw-Hill Still Bulging; New Moves to Hightstown Set

NEW YORK, May 17—McGraw-Hill Publishing Co. is again bulging at the seams. In 1958 the publisher moved its shipping, warehousing and companywide stores out of its 35-story headquarters here to Hightstown, N. J. Today the company said that the space released by that move has been absorbed and that it is contemplating another move.

McGraw-Hill said, "Studies to date contemplate a two-story, air-conditioned structure with about 100,000 sq. ft. of floor space, roughly equivalent to four lower floors of the McGraw-Hill building. Such a new building would not be ready for at least a year."

The departments to be principally affected are in accounting, for both the book company and the publications division. Actual moving of these departments to the new Hightstown building is expected to start in the fall of 1961 or early 1962, the company said.

The new building would be built adjacent to that constructed in 1958 on 38 acres of company-owned property in Hightstown, 50 miles from New York, where McGraw-Hill now employs 110 people.

■ McGraw-Hill currently occupies about 90% of the 29-year old McGraw-Hill Bldg., at 330 W. 42nd St.; the remaining space is occupied by its service companies.

In 1951 the company had to open an "annex" at 351 W. 41 St., when it hired 173 temporary employes for its technical writing service to produce literature for government and industry. While the technical writing staff has been reduced, the annex still houses more than 140 employes, now representing many company departments.

In 1957 it moved its Atlantic district sales staff out of its headquarters and into a new office at 500 Fifth Ave., which opened with 88 employes and now houses 111.

McGraw-Hill today has 4,967 employes in 20 domestic and 17 foreign offices. Some 3,700 are in the New York area. #

Crawford to Clark & Bobertz

Crawford Door Co., Detroit, has named Clark & Bobertz, Detroit, its advertising and public relations counsel.

NSEC of Toronto Elects Munro

George R. Munro, general sales manager of Molson's Brewery Ltd., has been elected president of the National Sales Executives Club of Toronto, succeeding F. G. Allen, manager of fountain sales division, Coca-Cola Ltd. Other new officers are: W. E. Vaughan, district manager, Firestone Tire & Rubber Co. of Canada, 1st vp; H. S. Fursman, vp and general sales manager, Link-Belt Ltd., secretary; R. A. Hopkinson, president of Cook & Son Ltd., treasurer, and A. G. Watson, general sales manager, Drug Trading Co., Ltd., historian. Executive secretary is Vernon Lang.

Marschalk Opens in Columbus

McCann-Marschalk, a division of McCann-Erickson, has opened a new service office at 2144 Riverside Ave., Columbus, O. John Ribbing, formerly an account executive in the Cleveland office, will be resident account manager. Arthur W. Oldham, account service director in the Cleveland office, will supervise the Columbus operation. The office will service Anchor Hocking Glass Corp., Columbus Coated Fabrics Corp., Columbus & Southern Ohio Electric Co. and Miraplas Tile Co.

Honig Has 52nd Birthday

Honig-Cooper & Harrington, San Francisco, celebrated its 52nd anniversary with completion of a new wing on its agency-owned building. Since its erection in 1954, the building has been enlarged three times and, with the new wing, now comprises about 16,000 sq. ft.

Steel Named Ad Manager

McNeil Laboratories, Philadelphia pharmaceuticals manufacturing company, has appointed Edwin R. Steel advertising manager. With the company for four years, Mr. Steel was formerly advertising production manager.

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If you have something to swap that appeals to marketing men or women—spell out your deal in a classified ad. You cover the complete market. You get fast action. Your cost can be as low as $5 per ad! Try it.

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Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday, 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size, and frequency apply.

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Copywriting Studio Confidential Work
Add our copy experts to your staff—*but not to your payroll*—get a top creative team for a pre-agreed token fee.
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Expert free-lance copywriting is available any time you need it . . . and only when you need it! Fast, professional, part-time service backed by 10 years of national and local consumer, retail and industrial experience. Top references.
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R.O.P. Color Use Is Up 25% in '59; 'Journal' Is No. 1

Media Records Report on 229 Dailies Shows Linage Hit 153,215,463

NEW YORK, May 17—Media Records this week reported that 229 dailies carried 153,215,463 lines of r.o.p. color advertising in 1959, as compared with 122,621,232 lines in 1958, an increase of nearly 25%.

In a rundown on r.o.p. color linage carried by newspapers, Media Records listed the *Milwaukee Journal* as running the largest amount of color advertising in 1959—2,213,155 lines in daily editions and 744,606 lines on Sunday, for a total of 2,957,761 lines.

Other newspapers in the top ten were the *Chicago Tribune*, 2,413,503 lines; *Los Angeles Times*, 2,170,059 lines; *Miami Herald*, 2,011,171 lines; *Salt Lake City Tribune*, 1,919,240 lines; *Fort Worth Star-Telegram*, 1,789,970 lines; *Houston Chronicle*, 1,728,247 lines; *Nashville Tennessean*, 1,614,365 lines; *Salt Lake City Deseret News Telegram*, 1,613,473 lines, and *Minneapolis Star & Tribune*, 1,599,047 lines.

■ The *Milwaukee Journal* continued to be the No. 1 newspaper for r.o.p. color linage in the first quarter of 1960, carrying 880,198 lines during the month. Other leading newspapers for the period were the *Los Angeles Times* (599,746 lines); *Miami Herald* (506,164); *Fort Worth Star-Telegram* (460,340); *Chicago Tribune* (458,378); *Dallas Times-Herald* (451,203); *Houston Chronicle* (436,932); *Dallas News* (412,203); *Minneapolis Star & Tribune* (393,709), and *St. Paul Pioneer Press & Dispatch* (374,338). #

R.O.P. Color Linage Up 28.7% in March, 28.3% in Year: Hoe

NEW YORK, May 17—Newspaper r.o.p. color linage in March totaled 14,427,974 lines, a 28.7% gain over color linage rung up in March, 1959, according to a report issued this week by R. Hoe & Co.

Color linage for the first quarter of the year totaled 35,085,966 lines, a 28.3% gain over linage reported for the same period in 1959.

Retail color linage in March amounted to 6,976,411 lines, a 34% gain over retail color linage in March, 1959. General and automotive color linage for the month, at 6,471,985 lines, was up 25.6%.

■ Among national classifications, advertisers of baking products were the biggest users of r.o.p. color in March, placing 646,296 lines. Other big users were dairy products, 621,224 lines; new passenger cars, 547,748 lines; miscellaneous foods, 541,010 lines, and beers, 383,215 lines.

The Hoe report is based on a Media Records check of 400 newspapers in 130 cities. #

Safeway Names Bozell in K.C.

Safeway Stores, Oakland, Cal., has appointed Bozell & Jacobs, Kansas City, to handle advertising for its Kansas City division. The ad program will consist of extensive schedules on television and both am and fm radio in the Kansas City metropolitan area and throughout the Missouri and Kansas areas of the Safeway division. The Omaha division of Safeway is also handled by B&J.

Top 200 Dailies, R.O.P. Color Linage

January-December, 1959

Source: Media Records

	Morning	Evening	Sunday	Total
1. Milwaukee Journal		2,213,155	744,606	2,957,761
2. Chicago Tribune	1,999,137		414,366	2,413,503
3. Los Angeles Times	1,434,598		735,461	2,170,059
4. Miami Herald	1,470,761		540,410	2,011,171
5. Salt Lake City Tribune	1,646,789		272,451	1,919,240
6. Fort Worth Star-Telegram		1,353,199	436,771	1,789,970
7. Houston Chronicle		1,322,824	405,423	1,728,247
8. Nashville Tennessean	1,012,537		601,828	1,614,365
9. Salt Lake City Deseret News Telegram		1,613,473		1,613,473
10. Minneapolis Star & Tribune		1,297,074	301,973	1,599,047
11. New Orleans Times-Picayune	1,414,898		169,422	1,584,320
12. Atlanta Journal & Constitution		1,224,702	349,403	1,574,105
13. Cincinnati Enquirer	1,016,938		553,551	1,570,489
14. Dallas Times-Herald		1,220,626	333,364	1,553,990
15. St. Paul Pioneer Press & Dispatch		1,147,100	396,744	1,543,844
16. Columbus Dispatch		1,154,943	335,380	1,490,323
17. Birmingham News		1,048,670	440,720	1,489,390
18. Denver Post		1,230,976	215,519	1,446,495
19. Cincinnati Post & Times-Star		1,429,675		1,429,675
20. Omaha World Herald		1,074,682	347,459	1,422,141
21. Dallas News	1,081,481		336,069	1,417,550
22. San Diego Union	876,469		485,479	1,361,948
23. St. Louis Post-Disptach		1,049,335	312,422	1,361,757
24. Des Moines Tribune Register		1,053,657	287,385	1,341,042
25. San Diego Tribune		1,338,319		1,338,319
26. Houston Post	978,747		321,232	1,299,979
27. Washington Post	972,440		313,134	1,285,574
28. Toledo Blade		990,564	272,411	1,262,975
29. Long Beach Independent-Press Telegram		1,173,235	86,633	1,259,868
30. Seattle Times		1,034,301	199,334	1,233,635
31. Sacramento Bee		1,063,400	165,658	1,229,058
32. Long Beach Independent	1,168,538			1,168,538
33. Los Angeles Mirror Daily News		1,159,263		1,159,263
34. Philadelphia Bulletin		868,740	273,186	1,141,926
35. Chicago Daily News		1,136,067		1,136,067
36. Atlanta Constitution	1,120,438			1,120,438
37. Cleveland Press		1,116,581		1,116,581
38. Akron Beacon Journal		935,998	169,884	1,105,882
39. Buffalo Evening News		1,025,656		1,025,656
40. Tampa Tribune	745,093		276,916	1,022,009
41. St. Petersburg Times	835,815		176,095	1,011,910
42. Nashville Banner		1,009,049		1,009,049
43. Los Angeles Examiner	911,822		95,203	1,007,025
44. Rockford Star	816,037		171,801	987,838
45. Oakland Tribune		854,513	127,921	982,434
46. San Jose News & Mercury News		771,730	206,342	978,072
47. Riverside Press-Enterprise	817,920		157,639	975,559
48. Toronto Telegram		975,085		975,085
49. Toronto Star		957,343		957,343
50. Montreal Gazette	915,439			915,439
51. Miami News		655,388	242,637	898,025
52. Indianapolis Star	707,589		175,004	882,593
53. Pittsburgh Press		739,411	139,369	878,780
54. San Antonio Light		643,802	233,601	877,403
55. Grand Rapids Press		716,664	151,034	867,698
56. Detroit News		784,831	79,775	864,606
57. Louisville Courier Journal	776,325		78,922	855,247
58. Norfolk Virginian-Pilot & Portsmouth Star	635,233		207,277	842,510
59. Shreveport Times	632,281		209,064	841,345
60. Louisville Times		835,070		835,070
61. Mobile Press & Press Register		685,623	149,038	834,661
62. Milwaukee Sentinel	705,528		127,186	832,714
63. Orlando Sentinel	608,320		222,844	831,164
64. Dayton News		736,418	94,556	830,974
65. Fresno Bee		631,532	187,081	818,613
66. Peoria Journal & Journal Star		681,904	131,837	813,741
67. Charlotte Observer	658,292		151,483	809,775
68. Philadelphia Inquirer	618,892		193,360	812,252
69. Phoenix Republic	598,538		200,349	798,887
70. Richmond Times-Dispatch	456,053		338,941	794,994
71. Memphis Commercial Appeal	602,095		181,481	783,576
72. Jacksonville Times-Union	601,777		174,411	776,188
73. New Orleans States & Item		771,438		771,438
74. Kansas City Star		604,455	155,249	759,704
75. Gary Post-Tribune		643,868	113,715	757,583
76. Portland Oregonian	606,015		151,206	757,221
77. Chicago Sun-Times	624,800		132,070	756,870
78. Indianapolis News		754,278		754,278
79. Winston Salem Journal & Sentinel	641,027		112,779	753,806
80. San Antonio Express News	550,270		201,120	751,390
81. San Jose Mercury	746,669			746,669
82. Detroit Free Press	698,582		47,282	745,864
83. Tacoma News Tribune		615,622	119,762	735,384
84. Pittsburgh Post-Gazette	722,377			722,377
85. Tulsa World	575,414		146,516	721,930
86. Dayton Journal Herald	719,534			719,534
87. Buffalo Courier Express	513,455		201,680	715,135
88. Spokane Spokesman-Review	511,752		189,948	701,700
89. Minneapolis Tribune	689,100			689,100
90. Pasadena Independent Star News		568,585	119,970	688,555
91. Washington Star		506,981	173,975	680,956
92. Honolulu Star-Bulletin		657,162	7,546	664,708
93. Birmingham Post-Herald	662,059			662,059
94. San Antonio News		658,877		658,877
95. St. Louis Globe-Democrat	610,397		44,211	654,608
96. Youngstown Vindicator-Telegram		598,937	54,663	653,600
97. Oklahoma City Oklahoman	545,346		108,208	653,554
98. Syracuse Herald-Journal & Herald & Herald American		551,649	101,059	652,708
99. Hammond Times		478,636	173,852	652,488
100. Richmond News-Leader		644,503		644,503
101. Albuquerque Journal	454,811		187,690	642,501
102. Spokane Chronicle		635,201		635,201
103. Evansville Press & Courier Press		495,732	127,327	623,059
104. Boston Globe	502,530		116,745	619,275
105. San Francisco Chronicle	486,056		123,766	609,822
106. Cleveland Plain Dealer	558,346		48,385	606,731
107. Knoxville News-Sentinel		492,335	113,985	606,320
108. San Francisco Examiner	526,726		78,914	605,640
109. Los Angeles Herald Express		597,961		597,961
110. Phoenix--Gazette		596,359		596,359
111. Shreveport Journal		590,792		590,792
112. Wichita Eagle	412,590		175,591	588,181
113. St. Paul Pioneer Press	586,612			586,612
114. Tulsa Tribune		576,736		576,736
115. Fort Worth Star-Telegram	568,662			568,662
116. Oklahoma City Times		565,124		565,124
117. Pasadena Independent	556,296			556,296
118. Rochester Democrat & Chronicle	423,323		131,222	554,545
119. Kansas City Times	553,531			553,531
120. Rochester Times-Union		552,094		552,094
121. Detroit Times		533,502	17,174	550,676
122. Indianapolis Times		488,213	61,087	549,300
123. Memphis Press Scimitar		541,362		541,362
124. Little Rock Arkansas Gazette	325,749		207,927	533,676
125. Seattle Post Intelligencer	400,429		130,315	530,744
126. Harrisburg Patriot & Patriot-News	436,004		84,917	520,921
127. Boston Globe		520,268		520,268
128. Portland Oregon Journal		389,604	126,666	516,270
129. Little Rock Arkansas Democrat		399,254	109,394	508,648
130. Toledo Times	506,067			506,067
131. Honolulu Advertiser	304,844		197,808	502,652
132. Fort Wayne News-Sentinel		502,537		502,537
133. Boston Herald	418,772		82,688	501,460
134. Modesto Bee		436,980	63,439	500,419
135. Syracuse Post-Standard	489,520		8,910	498,430
136. South Bend Tribune		330,878	161,595	492,473
137. Evansville Courier	486,439			486,439
138. Pittsburgh Sun-Telegraph		397,035	89,030	486,065
139. Jackson-State Times		358,771	123,380	482,151
140. Norfolk Ledger-Dispatch & Portsmouth Star		476,798		476,798
141. Baltimore News-Post & American		390,724	73,614	464,338
142. Albany Times Union	308,387		153,827	462,214
143. Worcester Gazette		461,554		461,554
144. Stockton Record		460,712		460,712
145. Roanoke Times	342,766		114,306	457,072
146. Worcester Telegram	288,249		163,012	451,261
147. Wichita Eagle		450,168		450,168
148. Erie Times & Times News		397,723	50,597	448,320
149. Duluth News Tribune	271,114		172,662	443,776
150. Denver Rocky Mt. News	349,400		92,800	442,200
151. Boston Traveler		437,618		437,618
152. Fort Wayne Journal Gazette	427,051		9,856	436,907
153. Des Moines Register	430,673			430,673
154. Sacramento Union	243,822		185,093	428,915
155. Chicago's American		418,194	4,592	422,786
156. Tampa Times		422,771		422,771
157. Albuquerque Tribune		416,088		416,088
158. Toronto Globe & Mail	414,969			414,969
159. Baltimore Sun		391,155	21,240	412,395
160. Owensboro Messenger & Inquirer		377,610	18,230	395,840
161. El Paso Times	383,755		11,320	395,075
162. Newark News		394,228		394,228
163. Charlotte News		391,768		391,768
164. San Rafael Independent Journal		383,389		383,389
165. Charleston Gazette-Mail	300,293		77,662	377,955
166. Owensboro Messenger	377,610			377,610
167. Troy Record	377,177			377,177
168. Knoxville Journal	376,782			376,782
169. San Francisco News-Call-Bulletin		375,960		375,960
170. El Paso Herald-Post		374,702		374,702
171. Wichita Beacon		297,529	72,492	370,021
172. Roanoke World News		359,770		359,770
173. Houston Press		359,769		359,769
174. Erie News	357,072			357,072
175. Washington News		355,869		355,869
176. Columbus Citizen		260,640	89,864	350,504
177. St. Petersburg Independent		238,036	93,628	331,664
178. Cleveland News		331,606		331,606
179. Jackson Clarion Ledger & Clarion Ledger & News	265,838		53,846	319,684
180. San Francisco Call-Bulletin		308,622		308,622
181. Newport News Press	258,599		45,344	303,943
182. Utica Observer Dispatch		271,553	30,951	302,504
183. Baltimore Sun	300,656			300,656
184. Duluth Herald		293,609		293,609
185. Newark Star Ledger	269,057		20,070	289,127
186. Utica Press	279,264			279,264
187. Philadelphia News		275,034		275,034
188. Jacksonville Journal		263,168	11,759	274,927
189. Charleston Mail		271,116		271,116
190. Albany Knickerbocker News		263,613		263,613
191. Muncie Press		253,854		253,854
192. Muncie Star	252,272			252,272
193. Jackson Daily News		250,377		250,377
194. Niagara Falls Gazette		244,378	4,777	249,155
195. Hartford Courant	156,471		84,127	240,598
196. Long Island Press		232,786		232,786
197. New York Post		219,102	2,200	221,302
198. Newport News Times Herald		219,637		219,637
199. Boise Statesman	156,402		57,902	214,304
200. Camden Courier-Post		213,895		213,895

New Trendex Is Broad-Gauge Viewing Report

Data Include Sponsor Identification, Degree of Liking, Show Choosers

NEW YORK, May 18—The latest Trendex network tv report represents another step in the campaign to soft pedal ratings in favor of qualitative data.

This report on viewing for the first week in February and March in 29 multi-station cities shows audience composition, frequency of viewing, viewer reaction to the program, sponsor identification and who selected the program—as well as the program rating. Trendex defines a rating as the percentage of total tv homes called found viewing the program. This report marks the start of an expanded Trendex service covering a broader area.

This kind of analysis of television programming could be called a something-for-everybody approach. A specific program or category that does well by one standard may do poorly by another, but in most cases this broad look will give every program and sponsor something to be at least mildly happy about.

■ New information which Trendex is incorporating for the first time includes breakdowns for individual programs in network nighttime tv, in terms of frequency of viewing; reaction to program and reaction to the series. There is also more detailed information showing who in the family had a hand in helping select the program being watched.

Since this is the first time Trendex has provided this kind of detailed information for a broader look at tv, it remains to be seen how advertisers and their agencies will make use of it. A look down the wide page of figures will show a sponsor how his program looks in general, in terms of the competition. But it will probably take detailed analysis to make the mass of figures meaningful.

To illustrate what can be done with the data, ADVERTISING AGE asked Trendex to pull out the leaders in two of the new areas being surveyed—frequency of viewing and reaction to the series. AA was given the top ten, in order (with several ties included), for each program type.

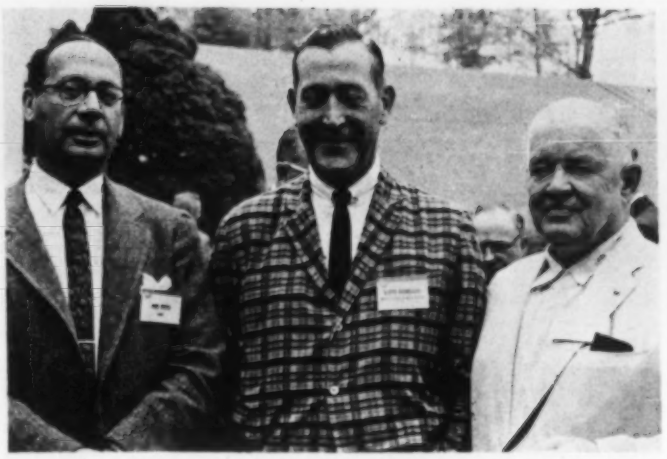
■ In terms of frequency of viewing, the sponsors who will be happiest are "Maverick" (Kaiser, Drackett); "Father Knows Best" (Scott, Lever); "Perry Mason" (participating sponsors); Lawrence Welk (Dodge); the "Real McCoys" (P&G); "Have Gun, Will Travel" (Whitehall, Lever); "What's My Line?" (Sunbeam, Kellogg); Danny Thomas (General Foods); "Loretta Young Show" (Toni, Warner-Lambert) and "77 Sunset Strip" (participating sponsors). These programs were the top ten in terms of the percentage of homes where the viewers said the program was viewed "regularly."

Several of these were also among the ten best liked series. The leaders on the basis of the viewing homes, which termed these series among the best, were "Perry Mason," "Father Knows Best," Lawrence Welk, Danny Thomas, "Maverick," "20th Century," the "Real McCoys," "Untouchables," Dick Clark, Perry Como, and Red Skelton.

■ The category comparisons in particular carry out the something-for-all theme. In average ratings, situation comedy and western drama placed first and second, respectively. But, as usual, westerns as a category and other action formats—adventures, mystery and crime shows included—were weak in the sponsor identification rankings. An easy winner in the sponsor identification standings was the variety-comedy-music category. Runner-up was the half-hour drama.

The program types most likely to keep peace in the family circle—but not by comfortable odds—were quizzes or variety stanzas. These types did best in terms of unanimity of program selection. Quizzes also did well, as did situation comedies and westerns, on the basis of regularity of viewing.

This report also seeks to gauge viewer reaction to the tv show he is watching when called by the interviewer. The reaction is broken down in terms of "one of the best," "good," "fair," "poor" and "don't know." The viewer was asked his opinion of the specific program he was watching the night he was called, as well as to the series as a whole. In the program type comparisons, the "good" score ranged from 46% to 55%. #



Freyd Bernegger Willimgham

TRIO—*Present at the 79th annual meeting of the Proprietary Assn. in White Sulphur Springs, W. Va., were Paul Freyd, Batten, Barton, Durstine & Osborn; E. Lloyd Bernegger, Warner-Lambert Pharmaceutical Co., and Carl Willingham, National Assn. of Chain Drug Stores.*

Proprietary Drug Ads Disbelieved: Lipscomb

(Continued from Page 1)

drug products and the advertising used to sell them.

• 2. To educate the public to the fact that such products are effective when properly used, no matter where they are purchased.

• 3. To persuade the consumer to abandon the stoicism that makes him suffer discomfort unnecessarily.

■ Mr. Lipscomb, who presented the research findings, has a background of nearly 30 years in the drug business, including service with McKesson & Robbins, Lever Bros. and J. B. Williams.

"Our research shows," he said, "that consumers rate home medication companies' service to them just as well as they do a food company or a soap company. All in all, the survey (conducted within the past few weeks and presented for the first time today) seems to bear out the fact that the proprietary industry has an above average image. Most people recognize and believe you are interested in the public's welfare.

"There is only one area where you are clearly on the bottom of the totem pole—and that's in the area of advertising," he said. To illustrate, he pointed to 43% of the people surveyed, who said they would not trust headache remedy advertising, and to 41% who said they would not trust laxative advertising.

■ Specifically, the nine-point program recommended by Mr. Grafer called for, among other things, an active attack by Proprietary Assn. members on false and misleading advertising, "to combat the consumer view that if it weren't for the government we'd really go wild."

He also urged members to (1) "individually challenge your own advertising"; (2) develop a three-year public relations program; (3) develop an internal program for members; (4) keep up to date on consumer attitudes and (5) concentrate on eliminating consumer stoicism—"the tendency in most people to endure discomfort unnecessarily."

■ Mr. Brown observed in his annual address that "the human and the proprietary life spans are moving in opposite directions, and for identical reasons.

"Scientific advances and modern know-how have lengthened the active life expectancy of man; scientific advances and modern know-how will shorten the active life of proprietaries.

"I cannot imagine that product obsolescence will occur with the rapidity with which many new developments have suffered in the ethical field," he added, "but the trend will be in that direction none the less.

"Does this mean that our proprietary field is less inviting than it has been traditionally? Certainly not. But it does indicate that we have to be increasingly resourceful and willing to change traditional concepts if we are to continue to be successful," he said.

■ Modernized and reformulated products and new uses for old products were two of the avenues for opportunity which Mr. Brown said are open to the proprietary makers. He told the smaller companies in his audience—who earlier this week explored their special research and development problems—not to be discouraged because they can't match the research and development budgets of their affluent competitors.

"The challenge in new products is to our creative imagination, rather than to the size of our research facilities. The new products in proprietary medicine will usually not be the result of basic scientific discoveries, as is the case with ethical companies.

"Instead, our new products will emerge because someone conceived of a market need or a market opportunity and then built a product, using—and this is important—already available therapeutic agents.

■ "In the area of creativity and imagination, the small company can hold its own against the large. Size is not the key. Group creativity has always taken a back seat to individual creativity. I can't recall a single instance where a committee ever painted a masterpiece, composed an enduring piece of music or wrote a great novel."

Mr. Brown pointed to Noxzema, Listerine, Clearasil and Dristan to support his view.

Clearasil was not based upon the discovery of "a magic new chemical" but a combination of already known and tested ingredients. "It was the original idea behind Clearasil, and the masterful advertising of it, that caused its success—and without the financial resources of a large company to bankroll the operation."

The spectacularly successful Dristan, made by the giant American Home Products, "many of us in the room including your speaker have viewed with a touch of sorrow as well as envy," the B-M executive commented.

■ "The list of active ingredients on its label does not disclose any substance not available to any of us. Of course the formula development work was an excellent piece of work, but the real clue to its success lies in the imaginative positioning of Dristan in the highly competitive cold field and building upon a new advertising approach."

Mr. Brown observed that many Proprietary Assn. members today market high volume products that had their origin more than half a century ago and still have substantial sales and profits.

"Sal Hepatica was the cornerstone upon which Bristol-Myers was built; Bromo-Seltzer, Mexsana, Black Draught, Eno's, Lysol, Carter's Little Liver pills and many others played similar roles for their companies.

"This is a happy picture for us to contemplate, but I do not think that this history will repeat itself. It is my firm conviction that no longer can a manufacturer estab-

Network TV Program Type Comparisons

Source: Trendex 29-City Program Report

February-March 1960		1. Type of Viewing Home				2. Audience Composition					3. Program Selectivity						4. Additional Selectors				5. Frequency of Viewing					6. Reaction to Program					7. Reaction to Series					8. Sponsor Identification
PROGRAM TYPE	Rating	Adult	Adult & Teenager	Adult-Teen-Child	Adult-Child	Men	Women	Teenage	Child	Total	Men	Women	Teenage	Child	Sets-on	Unanimous	Men	Women	Teenage	Child	Regularly	Frequently	Seldom	First Time	Don't Know	Best	Good	Fair	Poor	Don't Know	Best	Good	Fair	Poor	Don't Know	Correct
DRAMA - Half-hour	16.6	44	10	13	33	0.67	1.04	0.18	0.35	2.24	18	40	5	4	7	26	24	26	6	5	59	25	11	3	2	16	51	12	1	20	25	52	14	1	8	50
DRAMA - Hour or more	17.0	40	12	15	33	0.78	1.03	0.15	0.39	2.35	21	35	3	7	7	27	25	26	6	6	41	25	17	12	5	17	50	15	1	17	25	48	12	1	14	48
VARIETY, COMEDY, MUSIC	16.9	50	10	11	29	0.76	1.07	0.13	0.33	2.29	18	40	4	4	5	29	26	27	4	5	56	21	11	10	2	17	51	17	2	13	28	48	15	1	8	68
SITUATION COMEDY	20.9	33	11	17	39	0.64	0.91	0.20	0.83	2.58	10	29	6	21	8	26	19	23	7	14	66	21	10	2	1	16	55	15	1	13	29	50	13	1	7	48
ADVENTURE	15.4	42	12	14	32	0.83	0.87	0.21	0.48	2.39	34	19	7	6	7	27	20	22	5	8	57	18	12	11	2	13	51	18	2	16	22	50	20	2	6	29
MYSTERY, CRIME, POLICE	17.2	40	14	14	32	0.84	0.97	0.18	0.33	2.32	33	28	4	5	4	26	23	23	5	5	63	20	12	4	1	13	49	20	1	17	24	47	20	1	8	28
WESTERN DRAMA	19.7	41	12	14	33	0.84	0.91	0.17	0.56	2.48	35	21	4	9	8	23	20	19	5	9	66	18	10	3	2	13	48	21	2	16	22	46	22	2	8	32
QUIZ AND PANEL	17.4	57	8	10	25	0.74	1.08	0.09	0.27	2.18	13	42	1	3	8	33	30	31	2	4	74	19	5	-	2	16	54	15	-	15	27	52	15	-	6	42

Note: Sports and news not included because of insufficient data.

lish his proprietary medicine and look forward to its probable and profitable life for 50 or more years."

■ Among the reasons this is now a saga of the past, the speaker stated:

• **1.** The proprietary field "is being eyed enviously by companies which have never been in the field before. Soap companies, cosmetics companies, sundry manufacturers and even our 'ethical' brethren" are bringing rivals to existing products and developing brand new medications to "invade fields already known to have large sales potentials.

"Can't you imagine the new product committees of these companies trying to assess the vulnerability to successful attack of such products as Vick's VapoRub, Milk of Magnesia, Alka-Seltzer or Sal Hepatica? Maybe you have even been present at such discussions. I will have to confess that I have been."

• **2.** Many older proprietaries were built on claims for effectiveness in a wide variety of ailments. Competitors now move in on this broad base with products aimed at one or two specific ailments, often promising more precise and powerful benefits.

"This prospect is not pure speculation on what might happen, since to a degree it has taken place for some time. The single medicine which at one time promised relief to sufferers from rheumatism, hyperacidity, excessive uric acid and general debility does not find today its major competition from similar products, but from new entries into the field with formulae aimed specifically at each of its indicated uses.

"Unfortunately, the older product seldom has participated in market expansion unless it has altered its marketing strategy to meet its new competitors."

• **3.** Even if the product does not offer demonstrable or dramatic superiority, "newness *per se* is a product plus in the eyes of many people who are looking constantly for new and better brands and who are willing to experiment in the hope of greater satisfaction."

About one-quarter of the adult population falls into this group, he said.

• **4.** It is difficult for the public to accept a new use for an established product "unless the rationale and documentation for the claim are easily grasped."

For example, an established hair shampoo usually can't claim anti-dandruff activity, even though it has that quality, without adding a "new" ingredient to support the basically new claim, Mr. Brown said.

■ A survey by the international trade committee of the association showed that about one-third of those replying to a questionnaire wanted further information on overseas markets. While 20 markets were named, the most interest was in Mexico, Brazil, the United Kingdom, Puerto Rico and Cuba.

■ Joel Y. Lund, vp, Warner-Lambert Pharmaceutical Co., was elected president to succeed Mr. Brown. Elected vps of the association were Ivan D. Combé, Eastco division of Combe Chemical, and Jerome A. Straka, Chesebrough-Pond's. #

Overlakes Names Doner

Overlakes Corp., maker of Cruis Along cabin cruisers and Century speedboats, has appointed W. B. Doner & Co., New York, to handle its advertising. Jaqua Co., Grand Rapids, is the previous agency (AA, May 9). The account is expected to bill more than $300,000.

McWeeney Winter Watson Chipman

WINNING MANAGEMENT TEAM—*This team of Tatham-Laird staff members won out over five other teams from the agency in a "management game" competition last weekend. The team members are Ray McWeeney, a print media manager; Fred Winter, comptroller; Art Watson, account executive, and Don Chipman, market research analyst, who acted as president of a fictitious corporation.*

Six Tatham-Laird 'Marketing Teams' Match Wits, Skill with IBM 650 Unit

CHICAGO, May 17—At Tatham-Laird last weekend, 30 staff members played a "management game" in an effort to find out how the other half—their clients—live.

The ingredients for the "management game" were the 30 persons, divided into six hypothetical marketing teams; a model problem and an IBM 650 data processing machine.

The six teams took over the operations of a fictitious company which was having financial difficulties but had possibilities. Participants were given initial conditions including economic index, pricing, market composition, plant and production figures, depreciation standards, capacity, marketing areas and transportation details.

■ The teams made management decisions covering all facets of the business for a three-year period. The decisions were fed into the IBM machine and computed. At the end of each quarter, each team received confidential information from the computer on its own activities, orders received, money spent on marketing, total sales dollars and delivered unit cost.

Each team also received total market information similar to that normally available to business management. The team which built up the greatest assets won the contest.

This is believed to be the first time an advertising agency has employed the electronic training techniques now being introduced by major corporations for their management personnel. Tatham-Laird is negotiating with IBM for another "management game" session. #

Kastor, Hilton Sets Canadian Office; Nine Accounts Move

NEW YORK, May 19—Kastor, Hilton, Chesley, Clifford & Atherton has opened a Canadian subsidiary under its own name to service 12 accounts, nine of which were previously handled by the agency's former Canadian affiliate, Bradley, Venning, Hilton & Atherton Ltd.

William E. McDonald, a former vp at Bradley, Venning, has been named president of Kastor, Hilton's new Canadian operation, located in the MacLean-Hunter Bldg., Toronto. Howard D. MacKenzie, formerly with MacLaren Advertising Co., was named assistant to the president, and Joan Jackson, formerly with Cockfield, Brown & Co., becomes media buyer.

Kastor, Hilton, which broke off its affiliation with Bradley, Venning on April 30 (AA, March 7) listed among the accounts formerly handled by Bradley, Venning as Calmic Ltd., Carter Products N. S. Inc., Cockshutt Farm Equipment Ltd., Neidner's Sons Ltd., Potter Drug & Chemical Corp., Q-Tips of Canada, Russell Co. of Canada, and Smith Bros. In addition, the agency will handle Canadian advertising for Economics Laboratory, Chemway Corp., and W. Lloyd Wood Co. Ltd., which will introduce Man Tan and Sustamin 212 into Canada.

The New York agency handles domestic advertising for Economics Laboratory and Chemway, and also for Man Tan in the U.S.

■ According to Kastor, Hilton, the nine accounts brought in from its former Canadian affiliate represent "in excess" of $500,000. However, Hedleigh Venning, of the Canadian shop, told ADVERTISING AGE that the accounts billed less than $300,000 while serviced by his agency.

Meantime, Mr. Venning said he is conducting negotiations with several other U. S. agencies and will probably announce a new affiliation within the next 30 days. He said that until a new affiliation is set up, the agency will continue in business as Bradley, Venning, Hilton & Atherton. #

French Names Driggs, Smiley

R. T. French Co., Rochester, N.Y., has promoted two assistant advertising managers, Robert P. Driggs and Floyd L. Smiley Jr., to two newly created posts of marketing manager. Mr. Driggs will be in charge of instant potato, spices, and other seasonings and Mr. Smiley will handle mustard, sauces and other items. Earlier, Buell Culver, previously product advertising manager, was named advertising manager and Richard M. Dowling was advanced from assistant to manager of market research.

IARI Plans New Repeat Ad Study on Wider Basis

NEW YORK, May 19—The Industrial Advertising Research Institute will conduct another repeat ad study to determine whether the findings of a similar study made 12 years ago still hold true, now that more ads are being repeated.

The new study will also attempt to ascertain whether the original findings hold for other than the two publications used in the first study (*Product Engineering* and *Steel*), and will look at other repeat cycles besides those studied in 1947-48.

Announcement of the new study was made yesterday at an IARI forum, at which 130 subscribers and non-subscribers reviewed a study on motives in industrial buying and heard about new studies on mailed readership and copy characteristics.

After the IARI forum is repeated May 24 in Chicago and at the Assn. of Industrial Advertisers conference June 9 in Washington, industrial advertisers will be asked to cooperate in the study. Advertisers will be asked to earmark for the test at least one ad they'll be preparing for next fall or next spring.

"Assuming you use some publications studied by one of the advertising readership services such as Starch, Readex, Shepard, Fosdick, Ad-Gage, Reader-Feedback, etc., modify your advertising schedule so as to repeat the ad or ads under certain controlled conditions," a proposed letter will say.

■ There are two requirements: The advertiser must agree to run his ad at least four times under controlled conditions. If he is not an IARI member, he must agree to pay $50 toward defraying study expenses. The charge holds regardless of the number of test ads. Participants are promised interim reports, and a complete report at the end of the test. Ads can be one or two pages.

Various cycles and suggested publications are spelled out for monthly, semi-monthly, bi-weekly and weekly publications.

Presentation of the proposal was preceded by a report of the chairman and co-chairman of the copy characteristics council, John De Wolf, vp of F. M. Basford Co., and J. Wesley Rosberg, senior vp of the Buchen Co.

They reported that the proposed study on repeat ads was an outgrowth of relatively successful attempts by the committee to put 58 of 250 copy characteristics of 2,285 ads through an IBM data processing machine. Information from the machine gave them answers similar to Starch's noted scores, Mr. De Wolf said.

"The machine came within 75% of picking good and bad ads," he said. "Mr. Rosberg, Howard G. Sawyer, vp and marketing director of James Thomas Chirurg Co., and I can do better than that ourselves, but for the first time people can argue with arithmetic instead of with us."

■ Edmund Greene, chairman of the council on techniques and standards of mailed readership studies, and associate director of marketing services at Monsanto Chemical Co., reported on preliminary findings of a study to be published this year by IARI.

Using write-in, check-list and magazine-cover selection questionnaires mailed to a Monsanto list, opinion research asked which of four publications readers read regularly, occasionally, hardly ever, or not at all. Two weeks later personal interviews were held with 364 respondents and 92 non-respondents.

Readers were asked to prove readership. Some couldn't. Questioning of non-readers, he added, disclosed some actually were readers.

Mr. Greene said mail readership studies should be used with caution; that the consistency of replies between mail and personal interviews vary in the neighborhood of 70% to 80%; that cover picture type questionnaires overstate readership, and write-in type questionnaires understate readership.

"Playback changed the rank order," he said. "Perhaps it's too tough. We hope to resolve in the mind of the advertiser what he wants to consider as readership."

■ Thomas B. McCabe Jr., director of marketing services of Scott Paper Co., called for sharper marketing tools and more capable marketing personnel. "Marketing has not kept up with other areas of technology," he said.

"Each year the problems and opportunities become more complex, particularly with many companies now working on a worldwide basis."

He suggested to forum members that an institute for improved techniques of marketing research be established, through company contributions. Such an institute, he said, should survey packaging effectiveness and advertising, and select, screen and develop marketing personnel. #

AIA To Begin Public Service Push Backing Advertising

NEW YORK, May 18—The Assn. of Industrial Advertisers, in support of a program to convince management that advertising can make "an extremely important contribution to their business," is planning a public service ad campaign in which six management consultants will answer questions management frequently asks of advertising.

Some of the questions: "What would happen if we simply stopped all advertising for a year? Why can't we cut back on advertising and use the money to hire more salesmen? What do we actually get in exchange for this amount of money?"

The consultants who are participating as ad subjects for a six-page ad campaign are: Judson F.H. Turton, president, Turton Associates, Cleveland; C. Wilson Randle, president, Booz, Allen & Hamilton, Chicago; John R. Sargent, partner, Cresap, McCormick & Paget, New York; A. J. Bergfeld, president, Stevenson, Jordan & Harrison, New York; Mr. William E. Hill, president, William E. Hill Inc., New York, and Mr. Robert Heller, president, Heller Associates, Cleveland.

CBS Int'l to Donahue & Coe

CBS International, New York, a division of the Columbia Broadcasting System, has followed Columbia Phonographs from McCann-Erickson to Donahue & Coe. The phonograph division made the switch in April. Another unit, CBS Records, and its subsidiary Epic Records, last week named Wunderman, Ricotta & Kline to succeed Benton & Bowles, which resigned the account. CBS International will use magazines to introduce the 1961 line of Columbia phonographs in Latin America in August.

Lando Names Scheidl

Lando Advertising Agency, Pittsburgh, has appointed Bernard Scheidl vp, creative art services. Mr. Scheidl was formerly art director.

Dr. Gallup Signs Agreement

Dr. George Gallup (right) signs agreement which names The Gallup Organization, Inc., as research advisers for Million Market Newspapers, Inc. At the left is F. Bourne Ruthrauff, Executive Vice-President of the newly formed newspaper sales group. The five member newspapers are: *Boston Globe, Milwaukee Journal, Philadelphia Bulletin, St. Louis Post-Dispatch, Washington Star.*

Welcomes Research Director

Promotion Director David M. Podvey (seated) is shown here with Albert G. Forbes, new Director of Research for Million Market Newspapers, Inc. Widely known for his broad experience in research, Mr. Forbes was formerly Research Director of Crowell-Collier Publishing Company, and associated with Alfred Politz Research, Inc., and Bennett-Chaikin, Inc. He will direct, in conjunction with Dr. Gallup, the comprehensive research facilities which Million Market Newspapers, Inc., is now making available to national advertisers and their agencies.

Gallup Organization Named Research Advisers for Million Market Newspapers

New national newspaper organization initiates plan to provide more helpful research for national advertisers and their agencies

The Gallup Organization, Inc., internationally known for market, opinion and social research, was named April 1 as research advisers for Million Market Newspapers, Inc., national sales organization for the *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch*, *Washington Star*.

A special advisory team, headed by Dr. George Gallup, will work directly with Million Market Newspapers, Inc.

This is the first time The Gallup Organization, Inc., has been engaged for an assignment of this nature.

FULFILLS MMN PROMISE

The appointment of Dr. Gallup marks one of the first steps toward the fulfillment of the promise this organization made when it opened its doors on January 4 of this year. At this time, MMN announced its aim of furnishing more pertinent and useful research and market data to national advertisers and their agencies, as well as more effective aid in the fields of marketing, merchandising and promotion. Plans concerning the latter are currently being firmed up by the member newspapers and will be forthcoming shortly.

INVESTIGATE FIRST

In an announcement issued in conjunction with the Million Market Newspapers, Inc., release, Dr. Gallup stated that he will "first investigate what research has been done by all five member newspapers. This analysis will be both qualitative and quantitative. We will also concern ourselves with providing the advertisers with the specific kind of research needed, including a more adequate method for testing the effectiveness of newspaper ads. Our plans also call for a study of copy research, in order to discover more effective ways of using newspapers for national advertising."

COMPETITION CITED

F. Bourne Ruthrauff, Executive Vice-President of MMN, pointed out that in the past, newspapers have concentrated a great deal of their research efforts on trying to demonstrate local advantages over other papers. This important competitive selling job will still be carried out by Million Market Newspapers. Dr. Gallup, however, will concern himself with the broader aspects of effective newspaper use by the national advertiser.

NEW SERVICE ERA

"We are confident," Mr. Ruthrauff stated, "that as a result of the affiliation of this great research organization with five of the nation's most dynamic and progressive newspapers, a new era of service to national advertisers will be developed."

Mr. Ruthrauff noted, however, that though The Gallup Organization, Inc., will be, in effect, MMN's research department, other research organizations will be called in from time to time to make outside studies. This will insure that MMN offers research with as broad and unbiased a base as possible.

"We are building complete facilities for the testing of newspaper advertising impact."

MEMBER NEWSPAPERS

The members of the Million Market Newspapers, Inc., are: the *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch* and *Washington Star*.

Each newspaper is published in markets having well over a million population.

Organized January 4, the newspaper group has been building nation-wide facilities for better research, marketing, merchandising, promotion and market data.

Offices are maintained at: NEW YORK 17, 529 Fifth Ave., YUkon 6-3434; CHICAGO 1, 333 N. Michigan Blvd., STate 2-0103; DETROIT 2, New Center Bldg., TRinity 5-3350; LOS ANGELES 5, 3540 Wilshire Blvd., DUnkirk 1-2251; SAN FRANCISCO 4, 111 Sutter St., DOuglas 2-5422.

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